



FOOTBALL FOR EVERYONE

# FOOTBALL PRIDE 2023 SPONSORSHIP



# INTRODUCTION

**Football Pride is a one-day symposium event being held on Friday 25 August 2023 delivered by Pride Sports UK, which runs the campaign Football v Homophobia.**

The celebratory event will lift up LGBTQ+ voices across the game, and comes three years after the first Football Pride, which was an online festival that united an international audience during the pandemic-affected summer of 2020.

The Friday daytime schedule at Manchester Metropolitan University will feature a line-up of speakers and activities.

Professional players, coaches and match officials will rub shoulders with fans, with several famous faces and impactful changemakers set to make appearances.

Football v Homophobia is an international initiative that exists to challenge discrimination based on sexual orientation gender identity and expression at all levels of football.



# FOOTBALL PRIDE 2023

## Aims

- To build on the success and enthusiasm around the July 2020 online event
- be a celebration of queer football culture
- provide visibility for the community in the game
- bring football people together, both LGBTQ+ and allies
- show unity in protest against LGBTQ+-phobic attitudes and behaviour

The event is taking place the day before the Manchester Pride parade (Saturday 26 August 2023). There will also be an opportunity for registered individuals to march in the parade under a Football Pride banner.



# BENEFITS OF BEING A 2023 SPONSOR

**Does your business champion LGBTQ+ inclusion in football? Do you want to be part of an event that celebrates visibility in the game and empowers individuals in a wide range of roles?**

You could become one of our Football Pride sponsorship partners.

## **Sponsorship benefits:**

- Your organisation named on all event promotion as well as content produced on the day and post event
- Your logo displayed on the FvH website and associated social media channels
- An announcement about your sponsorship of Football Pride
- Your logo displayed prominently at the event
- Pride in knowing that you have contributed towards celebrating the LGBTQ+ community and champion equality across all levels of football



# SPONSORSHIP PACKAGES

## HEADLINE SPONSOR £5,000

- Your organisation's logo and branding placed in the most prominent position on event promotion and legacy content on the Football v Homophobia / Football Pride website and social media channels
- Headline positioning on the presentation display at the Football Pride symposium event in Manchester on Friday 25 August 2023
- Promotional opportunities through local and national media coverage of Football Pride 2023
- An opportunity for a representative of the organisation to speak at the Football Pride symposium
- Prominence on a Football Pride banner to be displayed at the event and in the Manchester Pride parade on Saturday 26 August 2023



# SPONSORSHIP PACKAGES

## PRIDE SPONSOR £2,000

- Your organisation's logo and branding on event promotion and legacy content on our social media and website
- Inclusion on the presentation display at the Football Pride symposium event in Manchester on Friday 25 August 2023
- Promotional opportunities through local and national media coverage of Football Pride 2023

Please contact us to discuss other sponsorship options  
[info@footballvhomophobia.com](mailto:info@footballvhomophobia.com)

