Sahir
WELL+PROUD

LIVERPOOL'S PRIDE 2026

LCR PRIDE FOUNDATION

SPONSORSHIP OPPORTUNITIES



Introduction

Liverpool's Pride returns in 2026 with renewed ambition, stronger partnerships, and a clear vision: to build on the remarkable success of 2025 and deliver an even more impactful, inclusive, and sustainable celebration of LGBTQ+ life in the city.

The 2025 event demonstrated what is possible when community, partners, and sponsors come together — even under extreme time constraints. In 2026, we move from rapid response to long-term sustainability.





In 2025

260+

people engaged directly through consultation; 157,000+ reached digitally in the early stages of our "Save Pride" campaign.

13,000+

participants across all Pride strands.

7K+

People marched across Liverpool's waterfront, marking a joyful milestone as the city's most accessible Pride route ever.

3,300+

attendees filled the M&S Bank Arena for a vibrant celebration of queer joy and creativity.

2,500+

people joined Thrive With Us at the Museum of Liverpool - a joyful family and youth-centred Pride first.

679,000+

people reached across our social media channels throughout June, July and August.

Reflecting on Liverpool's Pride 2025

Liverpool's Pride 2025 was a landmark achievement. Delivered in just 7 weeks, the event exceeded expectations across attendance, visibility, and community engagement.

Key Achievements

Full citywide Pride delivered in an emergency context

Thousands of attendees across multiple programme strands

Re-established Pride as a vital civic moment for Liverpool

Financial Snapshot (2025)

Income: **£79,698**

Expenditure: **£79,706**

Outcome: Near break-even







What This Means. Despite minimal lead-in time, Pride 2025:

Demonstrated strong public demand and community ownership

Generated £27k in community fundraising through mobilisation

Secured significant in-kind support, including major venue and civic contributions

Delivered high impact with limited financial surplus

Key Learning

While successful, 2025 required substantial organisational effort and diverted resources from frontline services. This is why 2026 is designed differently: to protect core services while growing Pride's impact and financial return.

Vision for 2026

Liverpool's Pride 2026 will build on this momentum with a partnership-led, financially sustainable model.

Strategic Shifts

- From emergency delivery to planned coordination
- From Sahir-led to partnership-led delivery
- From staff-intensive to oversight-led model
- From break-even to surplus-generating event

What Success Looks Like

- A confidently delivered, safe, and inclusive Pride
- Strong community ownership and participation
- Protected frontline services
- Shared responsibility across partners
- A financial surplus reinvested into LGBTQ+ services



Scale, Reach & Value

Audience Reach (Projected 2026)

50,000+ attendees	1M+ digital reach	Regional and national media coverage
Economic & Social Iampact	Increased city centre footfall	Support for local businesses and hospitality
Enhanced city reputaation for inclusivity	Direct support for LGBTQ+ wellbeing services	









Programme Overview (2026)

Liverpool's Pride 2026 retains the successful multi-strand format from 2025 while improving delivery efficiency.

Core Programme



Investment & Delivery Model

Liverpool's Pride 2025 was a landmark achievement. Delivered in just 7 weeks, the event exceeded expectations across attendance, visibility, and community engagement.

Total Delivery Cost	**£54,600 – £57,200**

In-Kind Support (Secured)

ACC Liverpool Group:	£60,000 – £80,000 value
Liverpool City Council:	~£10,000 (logistics & infrastructure)

This significantly reduces cost exposure and ensures sponsor investment goes directly into pro-

Income & Growth Opportunity

Core Income Target (2026)	**£75,000 secured baseline**

Includes:
Civic funding
Sponsorship (renewal + new partners)
Corporate participation
Stallholders
Community fundraising
Additional Income Potential

£10,000 – £20,000 (event + commercial activity)

Forecast Position

Projected surplus:	£18,000 – £20,000
Potential surplus:	£27,000 – £40,000

Why This Matters
Liverpool's Pride 2026 is not just an event — it is a fundraising platform supporting frontline LGBTQ+ services.

Sponsorship Opportunities & Investment Levels

We offer structured partnership tiers designed to deliver both brand visibility and meaningful social impact.

Headline Partner – £25,000+

Naming rights to Liverpool's Pride 2026
Top-tier branding across all platforms
Main stage branding and speaking opportunity
Lead media and PR integration
Premium activation space at Arena
Inclusion in all campaign materials
Direct alignment with LGBTQ+ impact outcomes

Gold Partner – £10,000

Prominent logo placement across key assets
Activation space at main event site
Social media campaign inclusion
Brand presence within event programme

Silver Partner – £5,000

Branding across digital and print materials
Social media mentions
Inclusion in sponsor listings

Community Partner – £1,000 – £3,000

Supports specific programme strands (e.g. Youth Zone, Access Pride)
Strong alignment with community impact
Recognition across event communications

Bespoke Partnerships

We welcome tailored partnerships including:
Programme sponsorship (e.g. March, Arena, Access Pride)
In-kind support (services, production, staffing)
Employee engagement and volunteering

Sponsor Return on Investment

Liverpool's Pride delivers measurable value across:

- Brand Exposure
- 50,000+ in-person audience
- 1M+ digital impressions
- Regional and national media coverage
- Association & Reputation
- Alignment with inclusion, equality and diversity
- Positive brand positioning within a major civic event
- Engagement Opportunities
- Direct interaction with audiences
- On-site activations
- Staff participation and volunteering
- Impact Reporting
- Sponsors will receive:
- Post-event impact report
- Audience metrics
- Media reach analysis
- Case study opportunities



Where Sponsor Investment Goes

Sponsor contributions directly support:

- Safe and accessible event delivery
- LGBTQ+ community programming
- Youth and family inclusion
- Sober and accessible spaces
- Safeguarding and wellbeing services

And critically:
Surplus generated is reinvested into frontline LGBTQ+ support services







Why Partner with Liverpool's Pride?

Proven Delivery

- Delivered a full Pride in 7 weeks in 2025 — now scaling with full planning cycle.
- High Impact, Efficient Model
- Lean delivery structure
- High-value in-kind support
- Strong return on investment
- Brand Alignment
- Align with equality, inclusion, and community impact.
- Measurable Outcomes
- Audience reach
- Media value
- Social impact
- Community engagement

Credibility & Partnerships

Liverpool's Pride 2026 is delivered through a collaborative partnership model, including:

- Regional Pride coordination partners
- Civic stakeholders
- Community organisations
- Cultural and venue partners

This ensures:
- Shared responsibility
- Increased reach
- Long-term sustainability

The Opportunity

Liverpool's Pride 2026 represents a shift from:
"Making Pride happen"
- To making Pride sustainable, scalable, and impactful

Sponsors are not just supporting an event — they are:
- Enabling community connection
- Supporting LGBTQ+ wellbeing
- Investing in long-term social impact

Next Steps

We would welcome the opportunity to discuss a tailored partnership package aligned to your organisation's goals.

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LIVERPOOL'S PRIDE 2026

IT'S HAPPENING

Building on momentum.
Creating impact.
Sustaining community.

Brought to you by

Sahir WELL+PROUD x LCR PRIDE FOUNDATION