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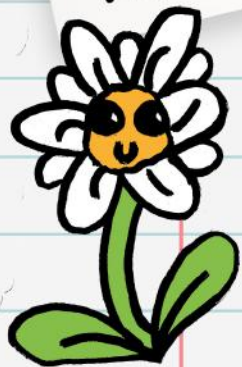
#WEARE  
**NORTHERN PRIDE**  
PRESENTS

# NEWCASTLE PRIDE '25

UNAPOLOGETICALLY VISIBLE

## SUPPORTERS GUIDE

IN PARTNERSHIP WITH **NE1**



[WWW.NORTHERN-PRIDE.COM](http://WWW.NORTHERN-PRIDE.COM)



CURIOUS ARTS



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# OUR PROMISE

In 2018, we set out three key principles to ensure we'd deliver for our community, sponsors and supporters.

Since then, we've been focused on keeping our promise and building on our ambitions through our in-person events, online content, training programme and much more.



**PROTECT** LGBTQIA+ rights already won and champion these whilst supporting the fight to end equality indifferences that remain at home and abroad.



**PROMOTE** a healthy body and mind through access to support and education for the community and our straight allies.



**PROVIDE** a series of LGBTQIA+ events including our annual festival to bring communities closer together and celebrate our diversity.

# FRIENDS OF NORTHERN PRIDE

I am delighted to welcome you to our Supporters Guide for Newcastle Pride 2025. As the Director of Northern Pride, I cannot express enough how integral the support of partners, sponsors and businesses like yours is to the success of the largest LGBTQIA+ celebration in the North East. Our Pride festival is a symbol of unity, joy, and unapologetic visibility, and it is through the generosity and solidarity of our supporters that we can continue to make it bigger and better each year.

Last year, we were thrilled to see over 82,000 people come together for our citywide "Pride in the City" event, an achievement that wouldn't have been possible without our incredible sponsors, volunteers, artists, and performers. With your help, we celebrated Pride across Newcastle's vibrant city centre, delivering an inclusive, diverse, and unforgettable experience.

As we look forward to 2025, we are incredibly excited about what we have planned for this year's festival. We're bringing back much-loved experiences, including the Dance and Cabaret zone at the Times Square Arena, which was a huge hit in previous years. It was a place where people could truly let go, celebrate, and be themselves in a spectacular setting, and provided an amazing opportunity for queer performers to showcase their talent to new audiences.

This year, we're expanding the experience to create even more space for joy and self-expression.



**STE DUNN** (he/him)  
Director of Northern Pride

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We're also pushing boundaries with new additions to this year's festival, the most notable being the launch of our Trans+ Zone. Given the increasingly challenging political climate for the trans community, this space is more important than ever.

We want to provide a safe, celebratory, and empowering area for our trans and non-binary family members to connect, share their stories, and be visible in a world that often tries to silence them. We are committed to making sure that everyone in the LGBTQIA+ community feels seen and heard, and the Trans+ Zone will be an essential part of that mission.

In addition to these exciting new features, we are bringing back artist commissions as part of our "Pride Fringe".



After a hugely successful debut in 2024, we're thrilled to offer even more opportunities for local artists to contribute to Pride through creative performances, installations, and exhibitions.

These commissions are designed to celebrate and amplify the voices of the LGBTQIA+ community, with art that challenges, provokes, and inspires. We'll be showcasing these works throughout June as a prelude to the main festival in July, giving festivalgoers an early taste of the vibrant, diverse celebrations that will follow.

As we continue to grow, we want to ensure that our festival remains accessible to all. We've seen incredible changes over the past few years, and we're proud that 75% of our attendees identify as LGBTQIA+.

And last year 70% said it was our best festival ever, with 90% of those who attended saying they would return, and we're determined to keep building on this success.

With your support, we can further increase the positive economic impact of our festival, which last year contributed an estimated £4 million to the local economy, benefitting Newcastle's hotels, restaurants, bars, and shops.

Our Pride celebration truly takes over the city, creating opportunities for local businesses and helping to foster a sense of unity and pride within the community.

I'm excited to invite you to join us in this journey. By partnering with Northern Pride, you'll be supporting a cause that not only positively impacts the LGBTQIA+ community but also creates a lasting, positive impact on our city.

Together, we can ensure that Northern Pride remains a beacon of hope, inclusivity, and joy for all.

Thank you,



# PRIDE IN THE CITY 2024 IN NUMBERS

Who doesn't love a statistic or two? Whilst it can show the magnitude of our reach and our community, it can also show us a way forward and how to improve, or how to use these insights to motivate us to be louder as we continue to elevate the North East's LGBTQIA+ community.







# 66

NPS score overall,  
whilst those aged  
under 24 our NPS  
score was 81



# 82k

people  
experienced  
queer joy  
throughout the  
2024 festival



# 16.5K

people joined us  
on the march and  
many more  
watched on the  
streets



# 21

venues and  
places supported  
us in taking up  
space across the  
city



# 20

free elements and  
events with  
accessibility a key  
focus



# 12

Satellite events  
featuring art,  
exhibitions,  
comedy, theatre  
and much more

# 70%

surveyed said  
2024 was the best  
pride event the  
charity had ever  
delivered



# 90%

of those who  
attendee said  
they would return  
in 2025



# £4m

economic benefit  
with 99% of  
attendees  
spending money  
in the city



# 17%

of attendees  
indicated that  
they were part of  
the trans+  
community



# 72%

of attendees were  
under the age of  
40



# 75%

of attendees  
described their  
sexual/romantic  
attraction as part  
of LGBTQIA+





**35%**  
were first time attendees to Newcastle Pride



**73%**  
of attendees were non-residents of the City



**86%**  
resided within the North East Mayoral Combined Authority



**39%**  
found out about Pride in the City from our social media campaign



**20**  
regional and national titles covered the Pride in the City campaign



**30M**  
readership across all titles, TV broadcast and radio airtime



# COMMUNITY RATINGS

The following five statistics speak (admirably) for themselves, all of which were evident across a wide range of visitor demographics.

Scored out of 10

**8.4**

was the average rating for the variety and quality of activities and facilities meeting/exceeding expectations

**7.9**

was the average rating for the layout of the event across the city

**8.8**

was the average rating for the event reflecting the diversity of the city

**8.8**

was the average rating for the event having a positive effect on health and well-being

**8.9**

was the average rating for the event having a positive effect on connecting communities





Newcastle Pride is set to return for a city-wide takeover this summer, following the success of last year's transformative event.

Presented in partnership with Newcastle NE1, the festival, which will take place across the 19th and 20th July, promises an even bigger line up of celebrations, live entertainment, family activities and access to health and wellbeing support.

We've also announced some big changes which they believe will make this year's event even better. New venues are on board to amplify the city take over. First up is the iconic Theatre Royal which will place host to the incredibly popular Family and Youth Zone. Whilst independent theatre, Alphabetti, will support the delivery of a new zone. The Trans+ Zone will provide a safe, celebratory, and empowering area for the region's trans and non-binary community.

Elsewhere, we've teased a brilliant line up yet to be announced, that will take to the Pride Arena Main Stage on Saturday 19th July, whilst a new look to Sunday 20th will see a host of tribute acts and local artists provide the entertainment.

Working with Evnt Inspirations and Life Science Centre, a new layout to The Pride Arena will create more space for festival attendees to enjoy with the welcome news that a second stage will play host to the popular Dance and Cabaret zone.

Festival goers won't need to wait until July for the fun to begin, as Pride Fringe will take place across June and will bring live entertainment, comedy, theatre and new experiences along with networking opportunities across a whole host of city venues.

Plus we will run our artist commission callout with Creative Central NCL, supported by Curious Arts.



## Newcastle Pride 2025 Designer

### Mack Sproates

(they/he) is a queer theatre-maker, artist, facilitator and zine-maker based in Newcastle. Their work is joyful, playful, cut and stick, silly and raw, aiming to help marginalised people's voices feel seen and heard. They are inspired by DIY punk scenes, pop-culture, music, comic books and are a co-host of Alphabetti's queer cult comedy cabarets, such as Happy New Queer, JAWS (but gay) and GAYLIEN.

# WHATS WHERE?



## PRIDE ARENA

Central Park, Times Square

We're incredibly excited to be back at Central Park, and with thanks to Evnt Inspirations and Life Science Centre, we're excited to be taking over more space meaning we can bring to the Pride Arena... two stages. The Main Stage and Dance & Cabaret, yes, Dance & Cabaret is back!



## CURIOUS ARTS STAGE

Northern Stage, Barrass Bridge

Our good friends at Curious Arts will be taking over Northern Stage with their unmatched ability of programming queer art and culture that celebrates and informs it's audiences who leave wanting more!

# FAMILY & YOUTH ZONE

Theatre Royal, Grey Street

One of our most popular zones will find a new home this year as we take over the iconic Theatre Royal! Our Family & Youth zone will Provide a space for LGBTQIA+ Families and young people of all ages. There will be something for toddlers, teenagers and even something for the grandparents. Join us for a fab day of free activities, live performances, and much more!



# HEALTH & WELLBEING ZONE

Newcastle Civic Centre, Barras Bridge

This iconic building has been the starting point of the Northern Pride March since it began, and we'll be back with our ground-breaking Health & Wellbeing Zone.

Available for advice and support, signposting of organisations and groups to help body and mind, along with some new activities for 2025. This is the space to go to expand your knowledge of your mind, body and spirit.





# TRANS+ ZONE

Alphabetti, St. James Boulevard

New for 2025, we're incredibly excited to be bringing to life a new zone for our Trans+ community. By day, a space for folk to come together and take part in some hands on activities, speak to some trans specific support agencies and charities, meet friends and make new ones. Then after dark falls, join a stellar cast of creatives as the Trans+ Cabaret takes to the iconic Alphabetti stage!



## MARKET VILLAGE

Grey's Monument & Old Eldon Square, Blakett Street



Grey's Monument has become a place for modern protests and activism. It is a symbol to the people of our region that change can be made even when it seems impossible to do so. This fight and determination was key in Grey's introduction of The Great Reform Act 1832.

It makes perfect sense to bring our Market Village to this area. Our stalls are filled with community groups, charities, and our amazing makers and creators, many of which use their work and their art to improve the lives of our community.



# THE PLATFORM STAGE

Grainger Street

A huge hit from our first city take over, The Platform Stage is the perfect place to discover new acts, performers and the queer stars of the future. Whether you're after a bit of boogie whilst browsing the Market Village, or simply passing through the city centre, you're bound to stop and enjoy the live entertainment on stage!

# SCREEN ON THE GREEN

Old Eldon Square

Why not put your feet up and join us as we take over NE1's Screen on the Green showing the best queer stories from the world of cinema.

Check out an old classic or discover a new favourite, whilst in the comfort of the iconic blue deckchairs!



# JOIN US

We have an exciting range of sponsorship opportunities for you to get involved with Northern Pride, with packages to suit all budgets.



It's important to note that due to the popularity of Northern Pride, most packages will be taken quickly, so make sure you don't miss out and sign up today. To help, we can agree contracts, then invoice in the 2025/26 financial year – helpful!

Remember when you support Northern Pride you are supporting a charity that promotes respect, awareness and diversity; that educates and eliminates prejudice; a charity which offers health and wellbeing advice and promotes community cohesion – priceless!

If you'd like to discuss any of these opportunities, email Ste Dunn, Director of Northern Pride on [ste.dunn@npride.org.uk](mailto:ste.dunn@npride.org.uk)

# DELIVERY PARTNERS

Our Newcastle Pride campaign is ambitious and challenging. But we're incredibly fortunate to have the support of our key delivery partners, all of which are joining us as we continue with our campaign to be unapologetically visible.

SUPPORT	PARTNER
Local Authority	Newcastle City Council
Arena Production	Evnt Inspirations
March Event Management	Complete Event Security
Programming	Curious Arts
Artist Development	Creative Central NCL
Media Solutions	DW Media
Media Partner	Hits Radio
Photography	Haydn Brown Photography
Video/Motion Graphics	TJ Mov
2025 Design	Mack Sproats
Brand	Jonarc
PR	O Agency
Print	Potts Print
Radio	Pride Radio
Venue	Central Park
Venue	Northern Stage
Venue	Newcastle Civic Centre
Venue	Theatre Royal
Venue	Alphabetti

# PLATINUM PACKAGES

Our Platinum Packages come with many benefits for the partner. These range from press coverage, advertisements, and much more. Platinum packages are bespoke and tailor made.

SPONSOR PACKAGE Price on Application	SPONSOR / SUPPORTER
Festival Sponsor	Newcastle NEI Limited
Arena Sponsor	Available
Curious Arts Stage	Available
Hotel Partner	Maldron Newcastle
Travel Partner	Nexus Tyne and Wear Metro
Platform Stage	Available



# FESTIVAL PACKAGES

Becoming a Festival sponsor, your company logo will feature as part of the signage across the festival zone or assets and will be on our website with a link directing our visitors to your chosen location.

We'll provide VIP access to the Northern Pride Arena, name checked across our PR and stage hosts across the festival, we'll advertise your brand on our Arena and other digital screens screens.

And you'll have a free market stall at our Rainbow Village in the heart of the city.

	Prices from
<b>Festival Packages</b>	£4,500 +VAT

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<b>Health &amp; Wellbeing Zone</b> at Newcastle Civic Centre	Available
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Northern Pride has been one of the pioneering prides to provide health services, with thanks to the legacy of Steve Paske. After many years providing sexual health screening and introducing one hour HIV testing, the Health & Wellbeing Zone has been a key focal point and will continue with your support as we take over Newcastle's Civic Centre.

<b>Family &amp; Youth Zone</b> at Theatre Royal	Available
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With very little spaces which are deemed safe for LGBTQIA+ families, the Family and Youth Zone is one in which we will endeavour to promote and grow each year.

This zone offers all families and our youth, a space where they can feel included and accepted while enjoying arts, crafts, music, sensory, hands on activities and live entertainment.

This one has something for everyone from babies to teenagers and even something for the adults.

## **Trans + Zone** at Alphabetti

Available

We want to provide a safe, celebratory, and empowering area for our trans and non-binary family members to connect, share their stories, and be visible in a world that often tries to silence them. We are committed to making sure that everyone in the LGBTQIA+ community feels seen and heard, and the Trans+ Zone will be an essential part of that mission.

## **Market Village** @ Greys Monument & Old Eldon Sq

Available

Packed with local and national charities, inspirational businesses, freelance makers and creatives, the Market Village is a vibrant market place, and as in 2024, this will take over the iconic Greys Monument and Old Eldon Square which will also feature NEI's Screen on the Green. This is an amazing opportunity to increase your visibility and be at the heart of the city.

## **The March**

Available

Over the past few years we've seen the March grow with over 16,500 people weaving through the city, down the iconic Northumberland Street and passed the historic Grey's Monument.

## **Accessibility**

Nexus Tyne &  
Wear Metro

Making the Northern Pride Festival as accessible as possible is high on our agenda. Particularly after successfully introducing our wheelchair accessible raised platform in 2018, and then a high dependency unit in 2019 and our website accessibility tools in 2023. Pride in the City 2024 made our festival one of the most accessible in the UK with ALL venues being step free and having other accessible attributes like personal services and BSL on our stages. We also brought in a free shuttle bus to help people get around the city with ease.

## **Candlelit Vigil** @ Pride Arena/Central Park

Available

The Northern Pride Festival and our Pride in the City campaign comes to a close on Sunday night with the annual Candlelit Vigil.

An important aspect of the Northern Pride Festival, giving those in attendance time for reflection and remembrance.

## Volunteers

Available

We couldn't do what we do without the help of our volunteers. They all need to be looked after during the festival and throughout the year. Show your support for the work they do and your company logo will be shown on all volunteer uniforms.

## Official Pride 2025 Wristbands

Newcastle NE1  
LTD

The Northern Pride wristbands have become a collector's item for our supporters. Each year we create a new design to stay fresh and up to date. We launched our first ever plastic free and environmentally friendly wrist bands 2019 and they were a huge hit.

## Official Pride 2025 Lanyards

Available

Our lanyards are available for festival attendees to buy and collect leading up to the festival to wear at work or out and about. When it comes to the festival weekend, our lanyards are upgraded and include a free map and mini guide helping festival attendees plan their weekend.

## Live at Pride

Available

After a successful delivery of two virtual events, one featuring a back-stage green room, opening up never before seen access to the event. With great feedback from the community, in 2022 we launched Live At Pride. With over 20k views and 275k impressions of the content across social media platforms, beaming pride into people's homes and devices bringing the festival to those that can't be at the event. Featuring live interviews with artists, performers, creatives, activists and members of the public, your brand can be seen during the event and beyond!

## Alex Mascot

Available

Alex is an, open armed, humanoid figure showing a warm welcome to the North East for the LGBTQIA+ community and allies. Alex has been brought to life as our charity mascot. Alex will frequently appear at events throughout the year and your business could be on the road with them.



# PARTICIPATING VENUES

With our ambition to be unapologetically visible across the city, we'd love more venues, community groups and business to get involved.

You might be a restaurant, bar, library, community centre or cultural venue looking to engage with the LGBTQIA+ community, we can help.

Registering your venue, or event, you'll be provided with our official marketing assets, added to our website, mobile app, and be provided with advertising space within our pride guide plus many more ways in which we can work together to increase visibility and community engagement.

Prices from (+VAT)

Participating Venue Registration

£500



# MARKET VILLAGE

Our Market Village for 2025 will be at the heart of not only the festival, but the city centre on Saturday 19th.

Taking place around Grey's Monument, and Old Eldon Square we'll be bringing a large mix of information stalls, local sellers and national companies.

This is the perfect opportunity to engage with thousands of festival attendees and those visiting the city on our main day.

We also have several promotional vehicles spaces available, from emergency services to buses! You can park up, with or without a stall.

	Prices (VAT exempt)
LGBTQIA+ Organisation	£150
Registered Charities / CIC	£200
Other Companies	£300
Vehicles	Price on Enquiry

We have space across many of our festival zones including Health and Wellbeing, Family and Youth, and Trans + Zone.

Festival Zone Stall	Price on Application
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Head to our website and apply today. Places are limited and are taken up fast!

[www.northern-pride.com/market](http://www.northern-pride.com/market)

# PRIDE PATRON

We appreciate that many companies, local and small businesses would like to support Northern Pride the festival and our out-reach work throughout the year.

As a thank you, each patron will appear on our website with a click through to their site, and it'll also appear on our Supporters boards across the festival, along with advertisement opportunities.

They'll also be invited to attend one of our Proud Allies training courses.

Pride Patron Donation

£1,000



# PROUD ALLIES TRAINING

Our Proud Allies Training will provide you with information needed to raise your awareness of LGBTQIA+ communities, and the issues that can affect them.

Increase your confidence around language and how you engage with LGBTQIA+ audiences, artists, participants and communities.

It'll also begin a conversation with you about how you can make your organisation more inclusive and diverse, and how you can be a better ally to LGBTQIA+ communities.

Whether you're looking for in-person or virtual training, or it's for a small team or the entire company, we can help.

Proud Allies Training

From

£1,100 +VAT



You can register for the training online now. Head to:

[northern-pride.com/training](https://northern-pride.com/training)

In partnership with

**CURIOUS  
ARTS**

# PRIDE IN TEES VALLEY

Pride in Tees Valley is a celebratory project which brings together local volunteer communities to develop inclusive, community-led pride events across the Tees Valley.

Celebrating our LGBTQIA+ communities in Teesside. In 2024, Pride in Tees Valley successfully developed and delivered Hartlepool Pop Up Pride, Cleveland Pride, Stockton Pop Up Pride, Darlington Pride Weekender and Middlesbrough Pride, welcoming Teessiders, community members and allies of all ages to experience pride right here in their hometowns!

## OVER 30,000 PEOPLE ATTENDED PRIDE EVENTS IN THE TEES VALLEY IN 2024

With your support, we can continue to further increase visitor numbers and develop tourism in the Tees Valley whilst also supporting your staff, customers and local communities to feel championed and celebrated.

Pride in Teesside is delivered by Northern Pride's partner **Curious Arts**, and this partnership can provide supporters of both organisations the benefits of multi pride discounts.

With packages for Pride in Teesside from £450+VAT.

If you're interested in supporting Tyneside and Teesside, let's look at some fantastic opportunities,

Email [ste.dunn@npride.org.uk](mailto:ste.dunn@npride.org.uk) or [pride@curiousarts.org.uk](mailto:pride@curiousarts.org.uk)



# WITH THANKS

We couldn't deliver our festival, our outreach work or our campaigns if it wasn't for our sponsors, supporters, and partners.

Presented in Partnership with



Partners



Official Venue Partners





**#WEARE  
NORTHERN PRIDE**

Northern Pride Events Ltd is a not for profit charity (charity no. 1141053).

All monies raised pays for a safe Northern Pride Festival and supports our education programmes and campaigns throughout the year.