

Dear BID Business,

Manchester BID is once again working in partnership with leading LGBTQ+ charity, Manchester Pride. Together we aim to coordinate celebrations across the city for the Manchester Pride Festival and help BID Business understand how to meaningfully support and get involved.

This is an exciting opportunity for BID businesses to take part in one of the city's most celebrated events and support the charity who works year round to improve the lives of LGBTQ+ people in Greater Manchester and beyond.

Manchester Pride stages a world-class celebration of LGBTQ+ life in Greater Manchester. The festival is an annual celebration of LGBTQ+ life and brings together communities and its allies to celebrate and protest. The Manchester Pride Festival draws attention around the globe to position Manchester as a beacon for LGBTQ+ equality and inclusion.

Attracting thousands of people to the streets each year, the festival comprises a huge programme of events and activity which kicks off on Friday 25 August with celebrations rounding off on Monday 28 August.

Manchester Pride Festival Events

Gay Village Party: Friday 25 - Monday 28 August

Human Rights Forum: Friday 25 August

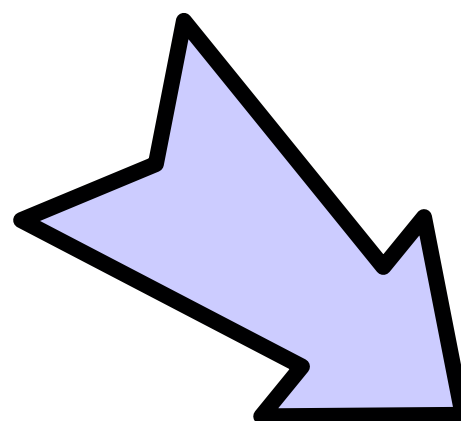
Manchester Pride Parade: Saturday 26 August

Superbia Weekend: Friday 25 - Monday 28 August

Family Pride MCR: Saturday 26 August

Youth Pride MCR: Sunday 27 August

Candlelit Vigil: Monday 28 August



The events of Manchester Pride Festival 2023 are free to attend with the exception of the Gay Village Party.

Key Facts

300 volunteers give up their time to support Manchester Pride Festival.

14,000 people take part in the Parade with tens of thousands more lining the streets to watch.

45,000 people attend the Gay Village Party.



How to get involved

1. Fundraise

Be proud of your city, meet your ESG goals and support a local Manchester charity by fundraising for the [Manchester Pride charity](#) during the celebrations

2. Join the celebrations

Decorate your store window, encourage your teams to dress up, or host themed events. We have a limited number of Manchester Pride window vinyls and strut cards for businesses to use and can also provide digital artwork for larger screens. Our annual rainbow decorations will be in place on Market Street from Friday 18th – Tuesday 29th August.

3. Themed Manchester Pride Festival promotions

Give festival goers a special offer, discount or gift with a purchase to celebrate the Manchester Pride Festival. Could you add an optional donation on menus or 'round up' payments? Manchester Pride will promote special offers on their website, via social media and to their highly engaged email database.



4. Become a sponsor

From individual event sponsorship to long-term collaborative partnerships, there are opportunities available to suit every business.

5. Pledge to end hate

Manchester Pride asks businesses to join their campaign '[I Choose Kindness](#)' to help raise awareness of hate crimes towards LGBTQ+ people and how to support communities so that everyone feels safe to be their true selves.

6. Join the All Equals Charter

The charter is Manchester Pride's programme to help businesses understand, recognise and challenge any form of discrimination in the workplace. [Joining the charter](#) will help to make your workplace inclusive, diverse and equal for marginalised people.



Further Information

Let us know if you are taking part, please email andy@cityco.com by Friday 11th August or speak to your City Host.

Find out more at manchesterpride.com