



MANCHESTER PRIDE FESTIVAL

JOIN THE CELEBRATIONS

AUGUST 2022

Dear BID Business,

This year, Manchester BID is again working in partnership with Manchester Pride Festival to coordinate celebrations across the city's retail district, helping BID businesses 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 Manchester Pride, a leading LGBTQ+ charity.

MANCHESTER PRIDE FESTIVAL EVENTS, AUGUST 2022:

- **Human Rights Forum:** Thursday 25 August
- **Gay Village Party:** Friday 26 – Monday 29 August
- **Superbia:** Wednesday 24 - Sunday 28 August
- **Manchester Pride Parade:** Saturday 27 August
- **Youth Pride MCR & Family Pride MCR:** Saturday 27 & Sunday 28 August
- **Candlelit Vigil:** Monday 29 August

Manchester Pride's vision is of a world where LGBTQ+ people are free to live and love without prejudice. It is committed to improving the lives of LGBTQ+ people in Greater Manchester and beyond and is part of a global Pride movement that celebrates advancements in equality and challenges discrimination faced by LGBTQ+ people.

The Manchester Pride Festival is one of the world's leading celebrations of LGBTQ+ life. The Festival is made up of a number of events under the six key strands of: Equality, Arts and Culture, Community, Party, Activism, and Youth and Family.

After a very challenging couple of years, Manchester Pride Festival weekend will help create a positive and welcoming story for Manchester, this is a great opportunity for BID businesses to participate and attract festival-goers into the shopping district.



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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 (we are aware that many businesses support LGBTQ+ charities at a national level).
- 2. Join the Celebrations.** Decorate your store window, encourage your teams to dress up, or host a special themed event. We have a limited number of Manchester Pride small window vinyls and strut cards for businesses to use and can also provide digital artwork for larger screens. We plan for window decorations to be in place from Monday 22 – Monday 29 August.
- 3. Themed Manchester Pride Festival Promotions.** Give festival goers a special offer, discount or gift with a purchase to celebrate Manchester Pride Festival. Could you add an optional donation on menus or 'round up' payment? If sufficient interest, Manchester Pride will create a 'special offers' section on the website.
- 4. Volunteers.** From fundraising at the Festival to marshalling the Parade, your teams can help to support Manchester Pride Festival.
- 5. Become a Sponsor.** From individual event sponsorship to long-term collaborative partnerships, there are opportunities available to suit every business.
- 6. Join the All Equals Charter.** The Charter is Manchester Pride's EDI programme to help businesses and organisations understand, recognise and challenge any form of discrimination in the workplace.

FURTHER INFORMATION

Please let us know how you would like to participate in Manchester Pride Festival 2022 from options (1) – (6), or if you have any questions. The BID's City Hosts will also be visiting many businesses to help engage you in this opportunity.

PLEASE EMAIL ANDREW.MCDERMOTT@CITYCO.COM BY FRIDAY 5 AUGUST

KEY FACTS

- 300 volunteers gave 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

MANCHESTER PRIDE: A city to be proud in
manchesterpride.com



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