



# pride

SHERBORNE

# 28th

# june 2026

**SPONSORSHIP  
PACKAGES**

welcome  
to pride



# coming out sunday 28th june

We're celebrating our diverse Dorset community in full colour, with a message of love, acceptance, and inclusivity. Find out more about Sherborne's first Pride and follow our fabulous journey.

pride  
SHERBORNE

# why pride matters

It's hard to fully describe just how important Pride events are, not just for the LGBTQIA+ community, but their families, allies, and all of us. It's about creating a loving and accepting world that we all want to live in.

Pride runs deeper than waving a rainbow flag in a colourful parade. It's about reclaiming a right to exist unapologetically, being free to express yourself authentically and feel accepted, and celebrating a community coming together in love, against hate. For some, these events are a safe haven in a world that often tells them they're wrong for simply being themselves – for existing. Pride is a reminder that we're not alone; it's a beacon of hope, showing us that progress is possible and that our voices matter.

It's about representation and providing role models for marginalised communities. Seeing ourselves in others empowers us to dream and believe in a world where love triumphs over hate.



# our vision

In July 2024, something very big happened in a very small town in the South West of England. A celebration of love. A stand against discrimination. A moment for Sherborne to come together in solidarity with its LGBTQIA+ community.

The first Sherborne Pride marked a turning point and signalled a bold, joyful step forward. Since then, it has grown every year, becoming a cherished and vital part of the town's calendar.

In a short time, Sherborne Pride has created something truly special; a beautiful beacon for our town and the surrounding area. A vibrant parade. A jam-packed programme of live entertainment in Pageant Gardens, with everything from music and comedy to cabaret, drag, musical theatre, and more.

At a time when hate feels loud, these moments matter more than ever. Pride is a party, yes, but it is also a protest. And a powerful act of community.

From school kids to queer kids, and everyone in between, we stand together and say: We are proud. Pride over prejudice. Love lives in this little town and it always will. Stand with us in making this happen, and light the fire of hope and love this summer.

**become a**  
**SPONSOR**

# headline sponsor

Benefits before and during the event	INCLUDED
Acknowledged as the headline sponsor	●
Acknowledged as a lead sponsor	
Logo on advertisements (digital and printed)	●
Logo on Sherborne Pride website home page	●
Logo and website link on Sherbornepride.org sponsor page	●
Promoted as a sponsor on our social media channels	●
Agreed 'about the sponsor' message(s) to be used on our social channels <b>(4 posts)</b>	●
Invited as a collaborator (shared posts) on key Instagram announcements	●
Logo featured on post event video	●
3m by 3m gazebo space inside Pageant Gardens on Pride event	●
Use of official Pride logo 2026	●
Press release recognition	●
Branded signage at specified point (main stage)	●
Join the parade	●
Shoutout on main stage PA system on the day	●
Logo on email signature (footer) of Sherborne Pride communications	●
Logo on front page of digital guide	●
'About the sponsor' blurb in digital guide <b>(300 words)</b>	●
Name on sponsor page in digital guide	●
Full back page advert in digital guide	●
1 Full page advert in digital guide	
1 Half page advert in digital guide	
Name on supporters page in digital guide	

£10,000

level



# lead sponsor

Benefits before and during the event	INCLUDED
Acknowledged as the headline sponsor	
Acknowledged as a lead sponsor	●
Logo on advertisements (digital and printed)	●
Logo on Sherborne Pride website home page	●
Logo and website link on Sherbornepride.org sponsor page	●
Promoted as a sponsor on our social media channels	●
Agreed 'about the sponsor' message(s) to be used on our social channels <b>(3 posts)</b>	●
Invited as a collaborator (shared posts) on key Instagram announcements	
Logo featured on post event video	
3m by 3m gazebo space inside Pageant Gardens on Pride event	●
Use of official Pride logo 2026	●
Press release recognition	●
Branded signage at specified point (main stage)	●
Join the parade	●
Shoutout on main stage PA system on the day	●
Logo on email signature (footer) of Sherborne Pride communications	
Logo on front page of digital guide	●
'About the sponsor' blurb in digital guide <b>(100 words)</b>	●
Name on sponsor page in digital guide	●
Full back page advert in digital guide	
1 Full page advert in digital guide	●
1 Half page advert in digital guide	
Name on supporters page in digital guide	
	<b>£6,000</b>

level  
2

# sponsors

Benefits before and during the event	INCLUDED
Acknowledged as the headline sponsor	
Acknowledged as a lead sponsor	
Logo on advertisements (digital and printed)	●
Logo on Sherborne Pride website home page	
Logo and website link on Sherbornepride.org sponsor page	●
Promoted as a sponsor on our social media channels	●
Agreed 'about the sponsor' message(s) to be used on our social channels <b>(2 posts)</b>	●
Invited as a collaborator (shared posts) on key Instagram announcements	
Logo featured on post event video	
3m by 3m gazebo space inside Pageant Gardens on Pride event	
Use of official Pride logo 2026	●
Press release recognition	
Branded signage at specified point (main stage)	●
Join the parade	●
Shoutout on main stage PA system on the day	●
Logo on email signature (footer) of Sherborne Pride communications	
Logo on front page of digital guide	
'About the sponsor' blurb in digital guide <b>(60 words)</b>	●
Name on sponsor page in digital guide	●
Full back page advert in digital guide	
1 Full page advert in digital guide	●
1 Half page advert in digital guide	
Name on supporters page in digital guide	
	<b>£3,000</b>

level



# sponsors

Benefits before and during the event	INCLUDED
Acknowledged as the headline sponsor	
Acknowledged as a lead sponsor	
Logo on advertisements (digital and printed)	
Logo on Sherborne Pride website home page	
Logo and website link on Sherbornepride.org sponsor page	●
Promoted as a sponsor on our social media channels	●
Agreed 'about the sponsor' message(s) to be used on our social channels <b>(1 post)</b>	●
Invited as a collaborator (shared posts) on key Instagram announcements	
Logo featured on post event video	
3m by 3m gazebo space inside Pageant Gardens on Pride event	
Use of official Pride logo 2026	●
Press release recognition	
Branded signage at specified point (main stage)	
Join the parade	●
Shoutout on main stage PA system on the day	
Logo on email signature (footer) of Sherborne Pride communications	
Logo on front page of digital guide	
'About the sponsor' blurb in digital guide <b>(30 words)</b>	●
Name on sponsor page in digital guide	●
Full back page advert in digital guide	
1 Full page advert in digital guide	
1 Half page advert in digital guide	●
Name on supporters page in digital guide	
	<b>£1,000</b>

level



# sponsors

Benefits before and during the event	INCLUDED
Acknowledged as the headline sponsor	
Acknowledged as a lead sponsor	
Logo on advertisements (digital and printed)	
Logo on Sherborne Pride website home page	
Logo and website link on Sherbornepride.org sponsor page	●
Promoted as a sponsor on our social media channels	
Agreed 'about the sponsor' message(s) to be used on our social channels <b>(4 posts)</b>	
Invited as a collaborator (shared posts) on key Instagram announcements	
Logo featured on post event video	
3m by 3m gazebo space inside Pageant Gardens on Pride event	
Use of official Pride logo 2026	●
Press release recognition	
Branded signage at specified point (main stage)	
Join the parade	●
Shoutout on main stage PA system on the day	
Logo on email signature (footer) of Sherborne Pride communications	
Logo on front page of digital guide	
'About the sponsor' blurb in digital guide	
Name on sponsor page in digital guide	●
Full back page advert in digital guide	
1 Full page advert in digital guide	
1 Half page advert in digital guide	●
Name on supporters page in digital guide	
	<b>£500</b>

level



# sponsors

Benefits before and during the event	INCLUDED
Acknowledged as the headline sponsor	
Acknowledged as a lead sponsor	
Logo on advertisements (digital and printed)	
Logo on Sherborne Pride website home page	
Logo and website link on Sherbornepride.org sponsor page	●
Promoted as a sponsor on our social media channels	
Agreed 'about the sponsor' message(s) to be used on our social channels	
Invited as a collaborator (shared posts) on key Instagram announcements	
Logo featured on post event video	
3m by 3m gazebo space inside Pageant Gardens on Pride event	
Use of official Pride logo 2026	●
Press release recognition	
Branded signage at specified point (main stage)	
Join the parade	
Shoutout on main stage PA system on the day	
Logo on email signature (footer) of Sherborne Pride communications	
Logo on front page of digital guide	
'About the sponsor' blurb in digital guide	
Name on sponsor page in digital guide	●
Full back page advert in digital guide	
1 Full page advert in digital guide	
1 Half page advert in digital guide	●
Name on supporters page in digital guide	
	<b>£250</b>

level  
6

# sponsors

Benefits before and during the event	INCLUDED
Acknowledged as the headline sponsor	
Acknowledged as a lead sponsor	
Logo on advertisements (digital and printed)	
Logo on Sherborne Pride website home page	
Logo and website link on Sherbornepride.org sponsor page	
Promoted as a sponsor on our social media channels	
Agreed 'about the sponsor' message(s) to be used on our social channels	
Invited as a collaborator (shared posts) on key Instagram announcements	
Logo featured on post event video	
3m by 3m gazebo space inside Pageant Gardens on Pride event	
Use of official Pride logo 2026	●
Press release recognition	
Branded signage at specified point (main stage)	
Join the parade	
Shoutout on main stage PA system on the day	
Logo on email signature (footer) of Sherborne Pride communications	
Logo on front page of digital guide	
'About the sponsor' blurb in digital guide	
Name on sponsor page in digital guide	
Full back page advert in digital guide	
1 Full page advert in digital guide	
1 Half page advert in digital guide	
Name on supporters page in digital guide	●
	<b>£50</b>

level



# other ways to get involved

## Join the parade

Groups under 10 **£50**

Groups over 10 **£80**

Charities **£50**



# feature in the digital guide



## Advertise in the Pride Guide

Full page **£150**

Half page **£90**

Quarter page **£50**

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# campaign theme 2026

This year, Sherborne chooses love.

For Pride 2026, We Choose Love is our clear, hopeful rallying cry in a world that so often defaults to fear and division.

We Choose Love expresses our belief that love is not just a feeling, but a decision we make together every day. A decision to show up for one another, to keep each other safe, and to refuse the injustice that so many people still face.

We Choose Love means standing together as a town, visibly alongside our local and global LGBTQ+ community, and all those pushed to the margins. It says, loudly and proudly, that in Sherborne no one should have to hide who they are to belong.

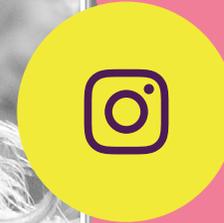
With We Choose Love, we invite our whole community, residents, businesses, schools, faith groups, and visitors, to choose together to build a town that is kinder, braver, and more openly accepting, so the next generation grows up knowing that here, they are free to be themselves and loved for it.

# stay social

Stay in the loop with Sherborne Pride on our social channels! Get the latest updates on our inclusive celebrations, community initiatives, and exciting events. Join the conversation, share your stories, and spread the love. Together, let's make history and create a more vibrant, accepting Sherborne. Don't miss out!



Scan to follow



Scan to follow

# get in touch

For all sponsorship enquiries, and to find out more about the event please contact:



**Hannah Buttriss-Fell**  
**Founder & 2026 lead**

Event management  
Creative direction  
Sponsorship

[hello@sherbornepride.org](mailto:hello@sherbornepride.org)



**Hannah Wilkins**  
**Founder**

Logistics management  
Sponsorship  
Parade

[parade@sherbornepride.org](mailto:parade@sherbornepride.org)



**Sadie Wilkins**  
**Founder**

visit [sherbornepride.org](https://sherbornepride.org)  



thank you

**sherbornepride.org**

BACS details: Sherborne Pride  
Account number: 51612840  
Sort code: 40-19-21

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