



*Saturday 21st August 2010
Cherry Hinton Hall, Cambridge*

Leading the way

Through a wide variety of entertainment arenas, the Pink Festival is a large-scale one day event bringing together 12,000 people to help **build tolerance and understanding** of the things that make us all different. This is 'gay pride' for a modern era aiming to build social cohesion.

The unique family-oriented festival makes a real difference – especially for people living in the rural East of England – by providing a safe, accessible environment that embraces all aspects of diversity including sexuality, race, age and gender.

The Pink Festival is now a massively successful brand. We're at the heart of Cambridge city's events calendar, attracting diverse crowds of many thousands from all over the country.



“ One of the top 10 festivals to watch in 2010 ”

Jason Pollock, 'Pride Life'

Why partner with us

From humble beginnings, we've very quickly become one of the largest and leading free festivals in the UK and will continue to grow and develop.

We attribute our success to our strong founding principal that we will strive to provide tangible benefits for people living in the East of England.

The Pink Festival is a unique corporate and social responsibility opportunity, offering a host of options to help promote your brand and take a visible and active role in supporting a **landmark** event.

Get in touch with...

Paul on 07788 713213

or Lara on 07958 101398

or team@pinkfestival.com

*Bringing
12,000*



people together!

Sponsorship opportunities

At the event

Title sponsor

Your name/logo on all of our marketing, media releases, website and throughout the festival arenas.

Main Stage

High visibility of your brand in the primary arena. There are also opportunities to sponsor Main Stage acts, helping to ensure a high quality of entertainment.

Principal zones

Your branding applied to one of the following arenas:

Cabaret Tent	Lively fun and entertainment
Arts Arena	Theatre, art, comedy and film
Disco Tent	Premium international DJ brand
Pink Lounge	Escape to relaxing live music
Overdrive Stage	Live rock, indie, grunge, punk

Other zones

Opportunities within one of our smaller arenas: Pink Chill Zone, Sunshine Open Mic Stage, Youth Tent, Community Hub, Children's Area, Artist Hospitality Tent.

Promotional partners

“Pink Team” uniforms

Our tribe of promoters travel the East of England, plus key national festivals, to promote the event. Get your brand on their uniforms which will also be worn by stewards on the day of the event.

Print and media partners

By supplying us with our core promotional materials, we will position your brand on all marketing, website and throughout the festival arenas.



Advertising opportunities

At the event

Pink Guide and programme

Pink Festival have teamed up with Cambridge City Council to create a unique Pink Guide of the city and surrounding areas. The booklet will be launched at the festival and include a programme of events for the day.

Full page (back/first page)	£800
Full page (inside)	£650
Half page	£350
Banner (page footer)	£200
Quarter page	£200

Marketing pitch £500

Goodie Eco-bags £100/5000

Online

www.pinkfestival.com

Our website is continually growing and receives an average of 5000 unique visits per month (more in summer).

Annual space From £75