OUT NORTH EAST

SUMMER OF PRIDE

JUNE 2027



SHOW YOUR PRIDE.

MAKE A DIFFERENCE.



PARTNER WITH OUT NORTH EAST. STAND WITH OUR COMMUNITIES.

HELP KEEP PRIDE FREE FOR EVERYONE.

SUMMER OF PRIDE FESTIVAL 2026

Three local authorities united for one regional festival: Sunderland, South Tyneside and Gateshead

37 events in 30 days

100% of all OUT North East events delivered for free with no admission charges

100,000 people engaged

92% rated the festival excellent or good

£6 returned to the local economy for every £1 raised through partnerships and fundraising

MEDIA IMPACT

4.93 million media views | 73 press articles generated

185 million potential audience reach

OUT North East also supported Durham Pride, Coalfields Pride, Heaton Pride, Whitehaven Pride and Newcastle Pride with free radio campaigns and fundraising.

OUT NORTH EAST

MORE THAN A FESTIVAL. A COMMUNITY UNITED.

The Summer of Pride 2026 was a big moment for OUT North East and for Pride across our region.

For the first time, Sunderland, South Tyneside and Gateshead came together for a month-long festival, with a packed programme of free events celebrating our LGBTQ+ communities.

Throughout June, we delivered 37 free events, bringing together thousands of LGBTQ+ people, allies, families, community groups, businesses and partners.

There really was something for everyone. From Pride marches, rallies and live music to family days, sport, arts and crafts, film screenings, talks, workshops, coffee mornings and LGBTQ+ history. Some events were about celebrating, others about learning, connecting or simply spending time together.

And that is what Pride should be.

It should be a celebration, but it should also create opportunities for people to meet, make friends, feel supported and know they are part of something bigger.

This year also reminded us why Pride still matters.

Following the May elections, funding and support for our Summer of Pride Festival was publicy withdrawn by some local authorities with Pride flags which had proudly flown from civic buildings taken down. But rather than allowing that to stop us, our community came together.

Volunteers stepped up. Businesses and organisations backed us. Partners offered their support. And thousands of people turned up.

Families joined us for activities and sports. Young people got involved in music, DJ workshops and community projects. Older LGBTQ+ people came together through social and wellbeing activities. And many people attended a Pride event for the very first time.

The Summer of Pride 2026 showed what can happen when a community works together.

In June 2027, we want our Summer of Pride to be even bigger, bringing Sunderland, South Tyneside and Gateshead together once again for a celebration of community, visibility and Pride.

Join us and become a Summer of Pride Partner

Together, we can keep Pride free

Memories from the Summer of Pride 2026



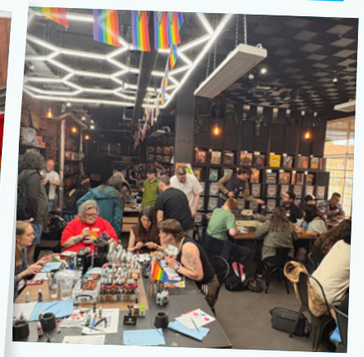
Family Pride



Fun in the park



Lord Michael Cashman



Clubhouse Gaming



Happy Pride



Love wins



Marching with Pride

"There was so much happening this year. Every time I looked at the programme, I found something else I wanted to go to."



Miss Lucy Phurr



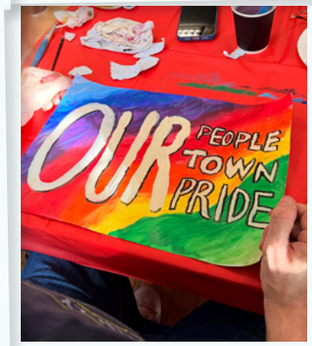
OASNE PRIDE



ONE Community



Dancing with Pride



ONE community

"The concert was brilliant. Fantastic atmosphere, brilliant entertainment and everyone just having the best time."



Pride



Spray Art



Sunderland Minster Concert

"The march felt like a proper protest again. It was powerful, emotional and a reminder of why Pride still matters."



Pride Colour Fun Run



Sheepfolds Concert

"I love that this Pride is free. Nobody should miss out on being part of something so special just because they can't afford it."



Pride Concert



Pride March

"I brought my mum and dad to Pride for the first time with my girlfriend. Seeing them enjoying themselves and feeling part of it meant the world to me."



OASNE Pride



Pride at Metrocentre



Quorom Pride



Pride in Hebburn March



Proud Allies

"I came along to one of the crafting sessions and absolutely loved it. Such a lovely way to meet new people and have a good natter."



Families celebrating Pride



Sally TM



Wear it with Pride

"As an ally, I love the joy of Pride. Seeing people being themselves, celebrating together and feeling welcome is just wonderful."



Zining



Bridges Shopping Centre Pride



Bringing Carnival to Pride



Fun and surprises



Bingo!



Bowling



Crafting



Creating memories



Fun in the sun

"There really was something for everyone this year. From the march to the smaller community events, it felt like a festival for the whole region."



Fun in Chopwell Woods



Gaming with Pride



OASNE Pride

"The talks and films were fascinating. I learnt so much about LGBTQ+ history and heard stories that really made me think. It was lovely to have that alongside all the celebrations."



Having fun at the ONE Centre



It was sunny!



Lasting memories



Pride Bowling

"I've been to Pride for years, but this one felt different. More community, more connection and a real sense that we were all standing together."



Pride Concert



Pride March

"I was really nervous about coming to Pride on my own, but everyone was so friendly and welcoming. Within minutes I felt like I belonged."



Make some noise



Making friends



Metrocentre Pride



Ophelia Balls



Smiles



Spray it with Pride



Standing Proud



Workshops



Pride Bowling Teams



Quorum Pride

"Meeting Lord Michael Cashman on the march was something I'll never forget. A true LGBTQ+ icon who has done so much for our community. What a moment."

BUT THERE WERE HEADLINES WE DIDN'T WANT TO SEE.

CITY HALL WILL NEVER FLY PRIDE FLAG, COUNCIL SAYS
WWW.BBC.CO.UK/NEWS

REFORM-LED COUNCIL PULLS PRIDE FUNDS
WWW.BBC.CO.UK/NEWS

SUNDERLAND CITY COUNCIL, LED BY REFORM, HAVE SAID THERE WILL NO LONGER BE ANY FUNDING FOR PRIDE
WWW.PROLIFICNORTH.CO.UK/NEWS

GATESHEAD COUNCIL TO NO LONGER FUND PRIDE, REFORM LEADER SAYS PRIDE EVENTS IN GATESHEAD CAN NO LONGER EXPECT FURTHER FUNDING OR PROMOTION FROM THE LOCAL AUTHORITY.
WWW.CHRONICLELIVE.CO.UK/NEWS

This is how we're starting 2027. With headlines about Pride funding being withdrawn, flags being banned and political decisions that threaten the future of our festival.

But despite what some may think, Pride matters. It brings people together, supports local businesses, attracts visitors, celebrates our communities and delivers a real social and economic impact across the North East.

We're determined to make the Summer of Pride Festival 2027 happen, but we can't do it alone.

Now we're asking businesses and organisations across the North East to stand with us and help make it happen.

Whether you become a festival partner, support an individual event, organise a fundraiser, show your Pride or fly your own flag, this is your opportunity to make a real difference.

Your partnership is more than a financial contribution. It's a public commitment to inclusion, equality and community, helping us deliver a festival that brings thousands of people together, supports our local economy and, importantly, remains free and accessible to everyone.

The opportunities are here. The communities are ready. Now we need partners who will stand alongside us and help deliver our Summer of Pride Festival 2027.

We can only do this Together as ONE.

OUT NORTH EAST SUMMER OF PRIDE JUNE 2027

June 2027 - bringing Sunderland, South Tyneside and Gateshead together once again for a celebration of community, visibility and Pride.

Find the partnership that works for you

Choose to support the whole festival or an event that connects with your organisation. Each package combines public recognition with a direct contribution towards keeping Pride free for everyone.

FESTIVAL PARTNER £10,000 + VAT — ONE EXCLUSIVE OPPORTUNITY

CONCERT PARTNER £7,500 + VAT — OR TWO JOINT PARTNERS AT £3,850 + VAT EACH

PRIDE MARCH PARTNER £4,750 + VAT — OR TWO JOINT PARTNERS AT £2,500 + VAT EACH

BADGEUX TAPESTRY £4,750 +VAT — OR TWO JOINT PARTNERS AT £2,500 + VAT EACH

PRIDE POOCHES PARTNER £3,500 + VAT — OR TWO JOINT PARTNERS AT £1,850 + VAT EACH

PRIDE BINGO PARTNER £1250 + VAT — OR TWO JOINT PARTNERS AT £750 + VAT EACH

80S PRIDE SPORTS DAY JOINT PARTNER £1,500 + VAT each — TWO OPPORTUNITIES

And it's not all about big partnerships. There are plenty of affordable ways to get involved, from advertising on Pride Radio and in our Summer of Pride Digital Guide to booking a market stall, with opportunities **starting from just £150.**

FESTIVAL PARTNER

£10,000 + VAT **ONE EXCLUSIVE OPPORTUNITY**



The Summer of Pride Festival brings Sunderland, South Tyneside and Gateshead together for a whole month of free events, activities and celebrations. From Pride marches and live music to family days, arts, sport and community gatherings, it's a festival with something for everyone. In 2026, our programme reached thousands of people and showed just what can happen when communities, volunteers and businesses work together.

As our exclusive Festival Partner, your organisation will be part of the whole story, not just one event. Your name will be seen across the programme, your support recognised through our communications and Pride Radio, and your team will have opportunities to connect with the people and places that make this region special.

Most importantly, your partnership helps us keep the doors open to everyone. Pride is about being visible, finding your community and celebrating who you are. Nobody should miss out because they cannot afford a ticket. Together, we can make that possible.

YOUR PARTNERSHIP INCLUDES

- **Festival identity:** Your logo incorporated into the main festival logo and your organisation named in festival communications
- **Festival promotion:** Recognition on 500 posters, banners, the OUT North East website and 5,000 printed mini-guides distributed across the region
- **Media:** Recognition in festival press releases, printed advertising, social media and Pride Radio presenter reads
- **On-site visibility:** Two branded 7.5ft feather flags displayed at major events, including the concert and Family Pride
- **Festival radio:** Named recognition in the eight-week festival advertising campaign
- **Pride Guide:** Full-page advert in the Digital Pride Guide and printed mini-guide
- **Pride Radio interview:** An interview to introduce the partnership
- **Your own radio campaign:** A separate 12-week Pride Radio advertising campaign to use during the year



ONE PARTNERSHIP, A WHOLE MONTH OF COMMUNITY IMPACT.

We'd love to welcome you as our headline partner. Let's talk about how we can work together. **Contact Ben on 0191 695 1969 (option 3) or email ben@outnortheast.org.uk.**

SUMMER OF PRIDE CONCERT PARTNER



£7,500 + VAT **OR TWO JOINT PARTNERS** **AT £3,850 + VAT EACH**

There's something special about a summer evening when the music starts, people come together and everyone can simply enjoy themselves. Returning to Sheepfolds in Sunderland for a second year, our FREE Summer of Pride Concert promises live music, dancing, plenty of laughs and a brilliant atmosphere. Last year's event brought hundreds of people together, and we're looking forward to doing it all again.

This is a chance for your organisation to be part of a feel-good community event, with prominent recognition in the build-up and on the night itself. It's an opportunity to show your support in a way people can see, hear and enjoy, rather than simply putting a logo on a poster.

Your partnership will help us cover the costs of delivering the concert while keeping admission free. That means more people can come along, meet friends, enjoy the entertainment and celebrate Pride together. Good music, good company and a whole lot of Pride!

YOUR PARTNERSHIP INCLUDES

- **Event promotion:** Your logo on 500 posters, banners, the OUT North East website and the 5,000-copy mini-guide
- **Media:** Recognition in press releases, relevant advertising, social media and Pride Radio presenter reads
- **At the concert:** Your logo on the main stage screen and an invitation to speak briefly on stage
- **Festival radio:** Named as Concert Partner in the eight-week festival campaign
- **Pride Guide:** Full-page Digital Pride Guide advert
- **Pride Radio:** Partnership interview and a separate eight-week advertising campaign to use during the year

JOINT PARTNERSHIP: **Two places available.** Shared branding and an adjusted benefits package to be confirmed with both partners.



Good music, good company and a WHOLE LOT OF PRIDE.

Help us bring live music and Pride celebrations to the North East. To get involved, **contact Ben on 0191 695 1969 (option 3) or email ben@outnortheast.org.uk.**

PRIDE MARCH PARTNER

SUNDERLAND £4,750 + VAT

OR TWO JOINT PARTNERS AT £2,500 + VAT EACH



The Sunderland Pride March is one of the most important moments in our Summer of Pride Festival. It is joyful, colourful and full of music, but it also carries a powerful message: LGBTQ+ people and their allies deserve to be seen, heard and included. Last year, 1,500 people took part, with North East Mayor Kim McGuinness, Stonewall founder Lord Michael Cashman, Kate Osborne MP and Lewis Atkinson MP helping lead the way. We'll be announcing this year's guests soon.

For some, marching is a celebration. For others, it is a moment of courage, solidarity or connection. For everyone watching, it is a reminder that Pride belongs to the whole community.

As our Pride March Partner, your organisation can stand alongside that message and help make the day happen. Your support helps us keep the march free and welcoming, while giving your team a meaningful way to demonstrate its commitment to inclusion across the North East.

YOUR PARTNERSHIP INCLUDES

- **March visibility:** Your logo on the banner at the front of the march
- **Promotion:** Your logo on the OUT North East website and 5,000-copy printed mini-guide
- **Media:** Recognition in press releases, relevant advertising, social media and Pride Radio presenter reads
- **On the day:** An invitation to speak about why Pride matters to your organisation
- **Pride Guide:** Full-page Digital Pride Guide advert
- **Pride Radio:** Partnership interview and a separate eight-week advertising campaign to use during the year

JOINT PARTNERSHIP: **Two places available,** with shared recognition and a revised benefits package agreed in advance.



STAND WITH US AND HELP MAKE OUR PRIDE MARCH HAPPEN.

Find out how your organisation can get involved by calling **Ben on 0191 695 1969 (option 3) or email ben@outnortheast.org.uk.**

FAMILY PRIDE PARTNER

GATESHEAD £3,500 + VAT

OR TWO JOINT PARTNERS AT £1,850 + VAT EACH



Family Pride at Bensham Grove Community Centre in Gateshead is an afternoon dedicated to creativity, connection and having fun together. Children, parents, carers and families from all backgrounds can enjoy crafts, storytelling, music, stalls, games and activities, all in a friendly and welcoming setting. There'll be plenty to make, try, discover and talk about, with something for younger visitors and grown-ups alike.

Family Pride is about more than a good day out. It helps children see that families and communities are wonderfully diverse, gives people the chance to make new friends and creates a space where everyone can feel included. For some families, having an event like this close to home makes all the difference.

As our Family Pride Partner, your organisation will be helping us offer those experiences without an admission charge. You'll be supporting an afternoon of happy memories, community connection and the simple joy of being together.

YOUR PARTNERSHIP INCLUDES

- **Event promotion:** Your logo on 500 posters, event banners, the OUT North East website and 5,000-copy mini-guide
- **Media:** Recognition in press releases, relevant advertising, social media and Pride Radio presenter reads
- **Pride Guide:** Full-page Digital Pride Guide advert
- **Pride Radio:** A separate eight-week advertising campaign to use during the year

JOINT PARTNERSHIP: **Two places available**, with shared recognition and a revised benefits package agreed in advance.



HELP US MAKE HAPPY MEMORIES WITHOUT AN ADMISSION CHARGE.

Help us create a fantastic, free day out for families. To explore this opportunity, **Ben on 0191 695 1969 (option 3) or email ben@outnortheast.org.uk.**



OUT NORTH EAST'S SUMMER OF PRIDE COMMUNITY ARTS PROJECT

THE BADGEUX TAPESTRY



£4,750 +VAT OR TWO JOINT PARTNERS AT £2,500 + VAT EACH

1,000 badges. 1,000 stories. One tapestry of Pride.

Throughout history, LGBTQ+ people have used symbols and badges to express identity, celebrate Pride and campaign for equality. From Oscar Wilde's green carnation to the pink triangle and campaign badges challenging Section 28, small symbols have carried powerful messages.

Inspired by the famous Bayeux Tapestry, The Badgeux Tapestry will create a unique piece of LGBTQ+ history through 1,000 handmade badges, each telling a personal story.

The Badgeux Tapestry will be OUT North East's flagship community arts project for our Summer of Pride Festival, bringing together creativity, LGBTQ+ heritage and community participation on an ambitious scale.

We want to create something that belongs to everyone. A collective artwork that celebrates our differences, shares our experiences and captures what Pride means to people living in the North East today.

Launching during LGBTQ+ History Month in February, the project will invite people of all ages, identities and backgrounds to create badges reflecting their pride, passions, memories, beliefs and experiences.

Some badges will celebrate love, friendship and identity. Others might share messages of solidarity, protest or hope. Some will be funny, colourful or deeply personal. Every contribution will be different, and every badge will have a place.

Bringing Communities Together

Free creative workshops will take place at the ONE Centre and in community settings, giving people opportunities to meet, share stories, learn new skills and explore the history of LGBTQ+ symbols.

Blank badge discs and creative guidance will also be distributed to schools, colleges and community organisations across the region, encouraging people who might not normally attend Pride events to get involved.

This will be a project for everyone, including LGBTQ+ people, families, friends and allies. No artistic experience will be needed, just an idea and a willingness to contribute.

Creating an Immersive Exhibition

The 1,000 badges will come together in a colourful, immersive exhibition during OUT North East's Summer of Pride Festival.

Badges will be displayed on specially designed panels, alongside denim jackets and tote bags covered in badges and presented on mannequins. Visitors will be able to explore the designs and discover the personal stories behind them.

Participants will be invited to share the inspiration behind their creations, building a digital archive of 1,000 personal expressions of Pride. Selected stories will feature in the exhibition, helping visitors connect with the people behind the artwork.

Celebrating Our History

An accompanying exhibition will explore the history and importance of badges and symbols within LGBTQ+ communities.

Through historical examples, images and stories, visitors will discover how badges have helped people express identity, challenge discrimination, campaign for equality and find a sense of belonging.

The exhibition will connect these important moments in LGBTQ+ history with the stories being created today.

A Lasting Community Legacy

Following its debut at the Summer of Pride Festival, The Badgeux Tapestry and accompanying historical exhibition will be available for loan to schools, libraries, community centres and cultural venues across the North East.

Every participant will receive a specially designed keepsake badge, celebrating their contribution to this unique piece of community history.

The tapestry will also be designed as a living artwork, with opportunities to add new badges and stories in future years, creating a growing record of our communities and the things that matter to them.

Small badges. Big conversations.

At its heart, The Badgeux Tapestry is about bringing people together, celebrating individuality and creating something lasting.

A unique piece of history made not by one artist, but by 1,000 people, each contributing something personal to a much bigger story.

Because history isn't just something we look back on. **It's something we make together.**

YOUR PARTNERSHIP INCLUDES

- **Promotion:** Your logo on display banners, the OUT North East website and 5,000 history sheets
- **Media:** Recognition in press releases, a 12-week radio campaign on Pride Radio to support the project, social media and Pride Radio presenter reads
- **Pride Guide:** Full-page Digital Pride Guide advert
- **Pride Radio:** A separate eight-week advertising campaign to use during the year
- **Gallery unveiling:** An invitation to unveil the finished work at the ONE Centre

JOINT PARTNERSHIP: **Two places available**. Shared recognition and unveiling arrangements to be agreed in advance.



1,000 BADGES. 1,000 STORIES. ONE TAPESTRY OF PRIDE.

Together as ONE. Be part of a unique community arts project celebrating identity, creativity and Pride. To support the project, **call Ben on 0191 695 1969 (option 3) or email ben@outnortheast.org.uk.**



PRIDE POOCHES PARTNER

SOUTH TYNESIDE £3,500 + VAT

OR TWO JOINT PARTNERS AT £1,850 + VAT EACH



Back by popular demand, Pride Pooches returns to Jarrow, bringing together dog lovers, families, friends and their four-legged companions for a day that's guaranteed to raise a smile. Expect Pride Walkies, market stalls, food, activities for children and our wonderfully entertaining dog competitions. From Waggiest Tail to the most fabulous fancy dress, there's room for every kind of pooch, and plenty of laughs along the way.

Pride Pooches is one of those events that makes Pride feel welcoming and easy to join in with. You don't need to know anyone, dress a certain way or have been to Pride before. Just bring your dog, bring a friend and come along.

As our Pride Pooches Partner, you'll help us create a relaxed, friendly community day, with opportunities for your organisation to be seen and involved. It's a chance to support inclusion while connecting with families and local people in a genuinely enjoyable setting.

YOUR PARTNERSHIP INCLUDES

- **Promotion:** Your logo on the OUT North East website, event banners and 5,000-copy mini-guide
- **Media:** Recognition in press releases, relevant advertising, social media and Pride Radio presenter reads
- **Get involved:** An invitation to join the judging panel
- **Pride Guide:** Full-page Digital Pride Guide advert
- **Pride Radio:** A separate eight-week advertising campaign to use during the year

JOINT PARTNERSHIP:

Two places available. Shared branding and judging involvement to be agreed in advance.





FANCY GETTING YOUR PAWS ON THIS OPPORTUNITY?

We'd love to hear from you. **Contact Ben on 0191 695 1969 (option 3) or email ben@outnortheast.org.uk.**



GATESHEAD COLLEGE

BACK TO SCHOOL 80S PRIDE SPORTS DAY

JOINT PARTNER

VENUE: GATESHEAD COLLEGE ACADEMY OF SPORT

DATE: SATURDAY 17TH APRIL

£1,500 + VAT each

TWO JOINT PARTNERSHIP OPPORTUNITIES ALONGSIDE MAIN PARTNER GATESHEAD COLLEGE

This is our big pre-Pride fundraiser, helping us raise vital funds to keep all our Summer of Pride Festival activities free for everyone.

Dig out your leg warmers, dust off the sweatbands and prepare to relive the best and funniest bits of school sports day. Working alongside main partner Gateshead College, our Back to School 80s Pride Sports Day will bring up to 300 competitors together for a lively day of teamwork, friendly competition and plenty of laughs.

We'll start with a mass 80s-style warm-up before teams take on old favourites such as egg and spoon races, three-legged races, sack races, tug of war and musical chairs. With an 80s soundtrack, prizes for the best dressed team and best team name, and a champions' trophy up for grabs, it's participation rather than sporting ability that counts.

As a Joint Sports Day Partner, your organisation can get involved with teams of its own while helping us deliver a welcoming community fundraiser. It's a chance to bring colleagues together, support OUT North East and help keep Pride free for everyone.

YOUR PARTNERSHIP INCLUDES

- **Promotion:** Your logo on the OUT North East website and 5,000-copy mini-guide
- **Media:** Recognition in press releases, relevant advertising, social media and Pride Radio presenter reads
- **Pride Guide:** Half-page Digital Pride Guide advert
- **Pride Radio:** A separate six-week advertising campaign to use during the year
- **Take part:** Places for two teams of six

BIG HAIR, BIG LAUGHS AND ABSOLUTELY NO SPORTING TALENT REQUIRED.

GET YOUR TEAM TOGETHER!

Fancy taking part? Gather a team of six and join the fun! There's no entry fee. All we ask is that your team raises £100 or more for OUT North East. You could organise a cake sale, take on a sponsored challenge or host your own Big LGBTQ+ Brew (see further in this pack).

Help us bring some 80s fun to our big pre-Pride fundraiser. To get involved, contact Ben on 0191 695 1969 (option 3) or email ben@outnortheast.org.uk.



PRIDE BINGO PARTNER

£1250 + VAT **OR TWO JOINT PARTNERS AT £750 + VAT EACH**

Eyes down, dabbers ready! Pride Bingo is back by popular demand, and the fabulous Ophelia Balls will be calling the numbers for another evening of fun prizes, big laughs and just the right amount of cheekiness. Whether you're a bingo regular or have no idea what two little ducks means, the only thing you need to bring is a sense of humour.

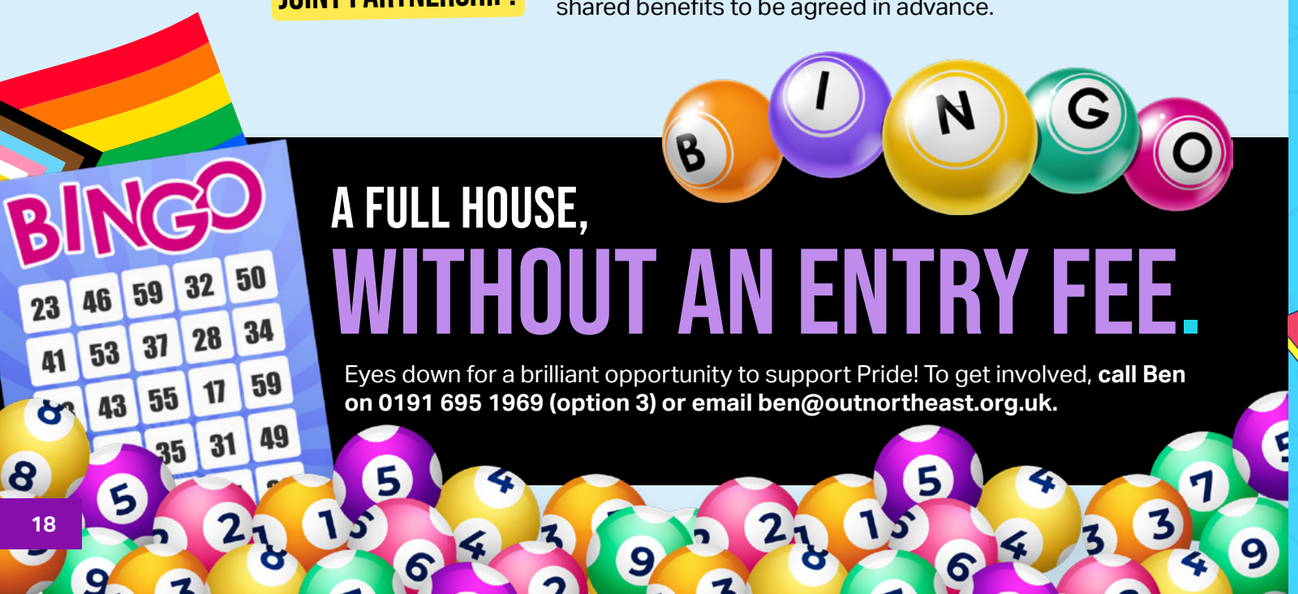
The beauty of Pride Bingo is how easily it brings people together. Friends can catch up, new faces can join in and everyone gets to enjoy a relaxed night out without worrying about the cost of a ticket. It may be a simple idea, but evenings like this help people feel connected to their community.

As our Pride Bingo Partner, you'll help keep this much-loved event FREE and share in the fun. It's a cheerful, accessible way for your organisation to support Pride and help us make space for everyone at the table.

YOUR PARTNERSHIP INCLUDES

- **Promotion:** Your logo on the OUT North East website and 5,000-copy mini-guide
- **Pride Guide:** Full-page Digital Pride Guide advert
- **Pride Radio:** A separate six-week advertising campaign to use during the year
- **Join the fun:** A table for eight at the bingo night

JOINT PARTNERSHIP: **Two places available.** Table allocation and shared benefits to be agreed in advance.



A FULL HOUSE, WITHOUT AN ENTRY FEE.

Eyes down for a brilliant opportunity to support Pride! To get involved, **call Ben on 0191 695 1969 (option 3) or email ben@outnortheast.org.uk.**



FULL PAGE - £250+VAT **HALF PAGE - £150+VAT**

ADVERTISE IN THE SUMMER OF PRIDE 2027 DIGITAL GUIDE

Looking for an affordable way to show your Pride and support the Summer of Pride festival 2027?

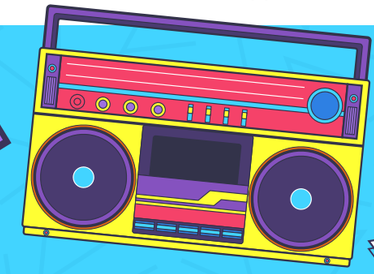
Our Summer of Pride Digital Guide is a fantastic opportunity to put your business or organisation in front of thousands of people while helping us keep Pride free for everyone.

Packed with festival events, activities and information, the guide will be available online through the OUT North East and Pride Radio websites, as well as being shared through our partners' websites and staff intranets, helping us reach audiences across the region.

Whether you're a small independent business or a larger organisation, advertising in the guide is a simple, affordable way to show your support for LGBTQ+ communities, increase your visibility and be part of one of the North East's biggest celebrations of inclusion.

Show your Pride, support your community and help make the Summer of Pride festival 2027 happen.

GET YOUR MESSAGE HEARD WITH PRIDE RADIO



Promote your business or organisation to audiences across the North East, throughout the UK and around the world with Pride Radio, OUT North East's own LGBTQ+ radio network.

Broadcasting on FM, DAB and online, Pride Radio reaches around 200,000 listeners every week, offering a fantastic opportunity to connect with a diverse and engaged audience while showing your support for Summer of Pride 2027.

With a range of affordable advertising opportunities, you can raise your profile, get your message heard and help us keep Pride free for everyone.

Whether you want to promote your business, showcase your services or demonstrate your commitment to inclusion, we can help you find an advertising package that works for you.

Get in touch with our team today to discuss advertising opportunities, book your campaign and make sure your organisation is heard as part of Summer of Pride 2027.

Each campaign includes a 30-second advert, eight spots per day with full production (one voice)

pride RADIO

FOUR-WEEK CAMPAIGN - £495+VAT
Total spots: 224

EIGHT-WEEK CAMPAIGN - £895+VAT
Total spots: 448

TWELVE-WEEK CAMPAIGN - £1195+VAT
Total spots: 672

And when you take out a radio campaign, you can include a full page advert in the digital guide for only £100

MARKET STALLS



Be part of our Summer of Pride Festival and showcase your business, services or creations to thousands of visitors. We're inviting independent traders, makers, artists, local businesses, trade unions and third sector organisations to join our vibrant Pride markets across the North East. Interested in taking a stall? **Contact mark@outnortheast.org.uk for your market stall pack.**

IT'S NOT ALL ABOUT THE MONEY

You don't need a big budget to make a big difference to Summer of Pride 2027.

There are plenty of ways your business or organisation can get involved and help us keep Pride free for everyone.

FUNDRAISE: Get colleagues together for a Big LGBTQ+ Brew, quiz or fundraising challenge.

NOMINATE: Put OUT North East forward for your organisation's charity fund or community grants.

DONATE: Share your skills, services, equipment or resources.

VOLUNTEER: Bring your team along and help deliver our events.

SHARE: Promote Pride through your social media, newsletters and networks.

TAKE PART: Join our marches, attend events and proudly fly the flag.

EVERY CONTRIBUTION COUNTS. GET INVOLVED, SHOW YOUR SUPPORT AND HELP MAKE PRIDE HAPPEN.

LET'S MAKE SUMMER OF PRIDE 2027 HAPPEN TOGETHER



At a time when Pride faces increasing challenges, we need businesses, organisations and allies to stand alongside us and help keep our communities seen, heard and celebrated.

Whether you'd like to become a festival partner, support an event, advertise with Pride Radio, organise a fundraiser or simply show your support, we'd love to hear from you.

Every partnership, fundraiser, volunteer and show of support makes a difference. And visible allyship sends a powerful message that LGBTQ+ communities across the North East are valued, welcomed and supported.

So, get in touch, have a chat with us and let's make Summer of Pride 2027 happen.

Together as ONE.

Call Ben Lloyd, Commerical Manager: 0191 695 1969 (option 3)

Or email Ben@outnortheast.org.uk



OUT NORTH EAST

WINNER NORTH EAST CHARITY AWARDS 2026 SMALL CHARITY OF THE YEAR

www.outnortheast.org.uk

Charity Number 1177074

OUT North East, ONE Centre, 2B Stonehills, Pelaw, Gateshead, NE10 0HW

THE BIG LGBTQ+ BREW

• CREATING CONNECTIONS - ONE CUP AT A TIME •

POP THE KETTLE ON AND SUPPORT SUMMER OF PRIDE 2027

Looking for a fun, affordable way to get your team involved in the Summer of Pride festival 2027? Why not host a Big LGBTQ+ Brew?

Whether you organise a fundraiser in the lead up to the festival or hold your Brew as part of our month-long celebrations in June, it's a simple way to show your Pride, bring people together and help us keep the festival free for everyone.

The idea is simple. Get your colleagues, customers or community together, pop the kettle on, add some cake, perhaps a quiz and a good natter, and raise a few pounds for OUT North East.

Make it as big or small as you like. Host a coffee morning in the office, invite customers to join you or bring different teams together. It's a lovely way to celebrate inclusion, encourage conversations and show your support for LGBTQ+ communities.

Every pound raised helps us deliver our Summer of Pride festival, bringing thousands of people together through free events, activities and celebrations across Sunderland, South Tyneside and Gateshead.

READY TO GET BREWING?

We've made it easy to get involved with a FREE downloadable Brew Kit, including posters, printable bunting and a quiz sheet. Or, for a £25 donation, we'll send you a special Brew Pack with bunting, coasters, a poster, quiz sheets and a pin badge.

There are even little thank you gifts for your fundraising efforts.

So, whether you're a small business, a large employer or a community organisation, why not make The Big LGBTQ+ Brew part of your Summer of Pride 2027 celebrations?

The kettle's on. We just need you.

The Big LGBTQ+ Brew. Creating connections, one cup at a time.

SCAN THE QR CODE

OR CALL BEN - 0191 695 1969 (OPTION 3)