



Standards for Businesses Engaging in Pride via Parade Entries and / or Sponsorship

Parade Entries

Pride is grateful for the parade entries from business organisations and consumer brands. Without their support many community pride entries would not be possible. However, to maintain the integrity of the community parade it is important that these types of entries support and celebrate the rights, achievements, culture, and aspirations of those belonging to the LGBT communities. Entries for the parade must not be discriminatory, homophobic, racist or sexist by any means.

Floats, banners, t-shirts, flags or any form of messaging in the parade entry MUST include specific messages of support for Diversity & Inclusion or support for LGBT+ communities.

Consumer promotions, offers, generic branding, straplines, marketing messages on their own as part of a parade entry are not permitted.

Messages should show what the sponsor / parade entry believes or aspires to stand for.

If you believe in your LGBT+ employees, in diversity, these could be expressed in signage. There is no specific form for the wording of your supporting message, although all messaging needs to be approved by Pride before your entry is confirmed. It should mean something to you, be real and be relevant to the LGBT+ community and reflect your support for inclusion and diversity and ideally align with the message of your Entry. Remember, the important thing is your demonstration of support for your LGBT+ employees or community and not the brand.

Campaign Rights

Corporate and consumer brands that book parade floats or parade entries must be careful to ensure that they do not run promotional campaigns either national or locally on the back of parade entries. Each individual Pride organisation will have their own rules and rights inclusions with parade entries but these will most likely NOT include promotional rights.

Examples of messaging that will be approved:

“Brighton Bank Champions Diversity and Inclusivity”

“Proud to be celebrating Diversity & inclusion”

“Brighton Bank is proud to support all our LGBT+ staff and customers”

Social Media & Consumer Facing Messaging

Brands must be careful to ensure any communications around parade entries clearly state how they are involved with individual organisations e.g. booking a parade entry with one Pride organisation does not include rights to create social media campaigns. Social media messaging and consumer facing messaging must be clear about what the brand is specifically supporting.

Products or Services, Advertisements or Sampling

To maintain the integrity of the Parade, no product advertising is permitted unless you are an official sponsor of the relevant Pride Organisation.

Businesses and organisations can stand up and say who they support but not advertise specific products or campaigns. This includes bar nights, parties, special events, organisational campaigns and political messages.

Promotions and distributions of product sampling and/or services are not permitted. Ineligible activations include (but are not limited to):

- Handing out products, samples, and leaflets
- Use of digital screens, SMS competitions, digital and social media platforms to broadcast, promote messages or engage in commercial transactions
- Filming of your float and the parade for immediate and/or later broadcast across all forms of media, including online communications such as social media without disclosure on your Application forms and approval from the Pride Organisation
- Communication in any form of special offers or competitions

Sponsorship

Whilst Sponsorship packages generally include more rights for brands and corporates around promotions, once again brands must be clear in their support for individual events rather than sponsoring Pride as a national event. Promotional messages must also once again celebrate the rights, achievements, culture, and aspirations of those belonging to the LGBT community.

Sponsors can request and pay for specific rights related to the Pride events.

