



## THANK YOU!

We really appreciate the phenomenal support we have received from so many of our local businesses in previous years and we really hope we can continue to count on that community support for our fourth festival, this year taking place from **Monday 22nd to Sunday 28th July**.

As an entirely voluntary-run, not for profit organisation - your involvement in the last year helped us hugely in generating much needed income in making Pride happen:

- **your adverts (which wholly cover the programme production costs);**
- **amazing raffle prizes and contributions from sales donated (last year this raised over £1000); plus**
- **those shop windows that set us apart from so many generic high streets.**

## How you can help this year

We would love your help with all or any of the following (\*see full details overleaf):

- **Advertising space in our A5 programme (DEADLINE 6th JUNE)\*;**
- **Promote us through a product/profit split\*;**
- **T-shirts for the team - wear our t-shirts during Pride Week\*;**
- **Sponsorship for specific events;**
- **Business-related, raffle prize donations; and as ever ...**
- **Decorating your business!**

This year, we're simply embracing our eclectic, alternative and inclusive ethos, rather than a specific theme but we would LOVE to ask, those with frontage, to embrace the Hebden Bridge window-dressing tradition to just 'GO FOR IT!' We'll also be asking our attendees to vote for the first time for their favourites during festival week.

## What we've got in store this year

We've already begun to engage with local schools, who will be getting creative with exploring what Pride means to them and this year will be hat-decorating, with thanks to the Rotary Club for their donation to make that happen.

The festival weekday evenings will be filled with performances from comedy, cinema, live music, spoken word performances and musical theatre. We hope to see some of you at our **Opening Launch Night at The Old Gate on Monday 22nd featuring comedian Barbara Nice**. We'll also be reaching a little further out this year - **Brexit The Musical at the beautiful Todmorden Hippodrome on Friday, 26th** and an early evening **Tea Dance event in Mytholmroyd on Friday, 26th July**.

Once again, the main focus will be the free events over the weekend, with St Pol's Car Park transformed into an open air stage, plus market stalls hosting a range of LGBT+ information and support groups lining Bridge Gate. Sunday's Pink Picnic in Calder Holmes Park will round the week off and we hope our 3000+ visitors will be making good use of the incredible variety of shops, bars and restaurants and our renowned friendly and accepting community.

We can truly say there is something for everyone in this year's programme and we also hope that you'll be able to join us, when you're off duty at some point to enjoy for yourselves? If you have any other great ideas on how we might mutually work together, let's talk - email [business@happyvalleypride.com](mailto:business@happyvalleypride.com) and we'll arrange to pop by or call.

**Tim Whitehead, Chair**

**On behalf of Happy Valley Pride**

**#BeHereBeYouBeProud**

## Advert Requirements

We'll be getting our programme brochure out on the streets at the end of June, so if you'd like an advert, please get in touch ASAP.

We'll be distributing 5,000 programme brochures across the Calder Valley and beyond, including other local events and neighbouring Pride's.

### Deadline for copy - 6th June

Limited advertising space is available as

**1/4 page – £35;**

**1/2 page £75 or**

**£150 for 1 page\***

\*Advert Requirements

1/4 page ad: 62 x 93mm portrait

1/2 page ad: 128 x 93mm landscape

Full page ad: 128 x 190mm portrait

To be supplied as 300dpi CMYK JPEG or PDF, no need for crop marks or bleed.

We cannot offer artwork services for you.

Adverts must be final copy.

### \*Promote with a Product Sales/Profit Split

Last year we received a number of generous donations from product sales or initiatives. Most were spontaneous and so we didn't really get to thank you. We would like to help this year by providing a standard, small sign authenticating that part profits will go to Happy Valley Pride. We can also confirm the simplest way of getting any monies to us and will happily promote on our social media channels.

Please get in touch via [business@happyvalleypride.com](mailto:business@happyvalleypride.com) if you are wanting to get involved in this way.

### T-Shirts for the Team

We'd love it if your team would support us by wearing one of our branded t-shirts during the week or weekend of Pride. We will offer a small discount to businesses, (dependant on quantity) for those buying t-shirts for their teams to wear.

Again, let us know if you're interested and we'll be in touch as soon as they're available.

### Where to find us online:

[www.happyvalleypride.com](http://www.happyvalleypride.com)

F: HappyValleyPride

I: HappyValleyPride

T: @appyvalleypride