



# NORWICH PRIDE 2025 EVENT PACK & ORDER FORM

Saturday July 26th





# WELCOME TO THE NORWICH PRIDE 2025 EVENT PACK

This pack and order form contains all the information businesses, organisations, charities, and community groups will need to be part of Norwich Pride on the 26th July.

Please read this document thoroughly, including the terms and conditions section.

Norwich Pride is a registered charity (Number 1184491). One of our core values is that Norwich Pride should always be free to attend. Everything we do is funded by the sale of advertising, stall fees, donations, sponsorship, and community fundraising. Without the engagement from businesses, organisations, other charities, community groups, and individuals, the event simply cannot happen.

To apply for a stall, a march slot, an advert, or to become a Norwich Pride ally fill out this order form and return it to [allies@norwichpride.org.uk](mailto:allies@norwichpride.org.uk)

This year the only exception to this is applications for a stall at the Markers Market – this is being dealt with entirely via an online form – if you want to have a stall at that location go to our website [www.norwichpride.org.uk](http://www.norwichpride.org.uk) and complete the application form there.

## Why get involved with Norwich Pride?

Norwich has a high proportion of LGBTQIA+ people in comparison to other cities as evidenced by the 2021 UK Census. Your involvement with Norwich Pride will ensure our community knows you are an ally to them, and to the Pride movement.

Each year our annual post-pride survey asks questions regarding our sponsors. Here are some of the results of the 2024 survey –

- 76% of responders agree they view a brand positively if it is supportive of LGBTQIA+ rights and people.
- 78% of responders agree they are more likely to spend money with LGBTQIA+ friendly brands.
- 81% of responders agree they are more likely to recommend LGBTQIA+ friendly brands to their friends.



Norwich Pride is one of the biggest free events in the city. We expect at least 20,000 people will take part on the day, with many more joining us online through live streams and social media.

This year, as we take over the city centre we will create distinct identities for the different zones -

**The Forum** is our **Community Hub**, where people can meet local and national LGBTQIA+ grassroots groups, organisations, and charities, along with other organisations who actively support our community.

In the morning, **The Gallery** inside The Forum will host our **Education Hub**, in the form of our **Question Time** event, and the **Natasha Curson Memorial Trans Talk**. In the afternoon it will transform into the **Harvey Milk Activist Stage**, this stage, rebranded for 2025 will offer new types of entertainment, becoming more of a relative offering to the morning including comedy, choir, and talks.

**Millennium Plain** will host the **Alan Turing Community Stage**, this stage has also been rebranded for 2025, bringing more music to outside The Forum in an amphitheatre style settings.

**Chantry Car Park** will once again be turned into a vibrant **Makers Market** offering local LGBTQIA+ Artists and Makers a space to sell directly to the people who inspire them.

**Theatre Street** will be closed to traffic all day and will host a range of street entertainment and the **Gilbert Baker Pride Bus** micro stage with perform spoken word, self-produced shows, and Works in Progress.

## OUR VISION FOR 2025

**The Assembly House** will once again host our **Pride Art Exhibition**, which will be open all of **Pride Week**, running from the 21st to the 26th July.

**Chapelfield Gardens** will be our **Festival Hub**, and will host two stages, lots of stalls including food stalls offering a range of cuisines from around the world.

The **Marsha P Johnson Main Stage** will have two sessions of entertainment – from 10am attendees will be able to kick back and watch a blockbuster movie, with a break for the March, then the afternoon session will begin at 2pm as the March arrives at the park. The main stage acts will run until 6pm and will showcase the diverse, high-quality entertainment from the huge talent pool of Norfolk's LGBTQIA+ community, and beyond.

The **Frida Kahlo DJ Stage** will open at 12pm and run until 8pm, with DJ sets all day. The bars will serve drinks from 11am, with last orders at 7.45pm.

Throughout **Pride Week**, we will again encourage the people of Norwich to hold **Pride Inspired** events - The spirit of Pride thrives in our community through self-organised activities such as cabaret nights, art exhibitions, fun runs, film shows, drag shows, and quiz nights.

Details on how to register a Pride Inspired event will be released later in the spring - please get thinking about what you can do!



# THE NORWICH PRIDE PLEDGE

It is mandatory that any business, organisation, or group that wants to be part of Norwich Pride recognises their responsibility towards our community.

We are not just another demographic to sell to, we are human beings subject to prejudice and discrimination. Pride is a protest, and being part of Pride is a privilege. You should only sign the pledge, and work with us if you can agree to uphold its principles -

*As an Official Supporter of Norwich Pride, we pledge our business, organisation or group will be a safe, welcoming, and friendly place for LGBTQIA+ customers and staff. We will visibly support and promote equality for LGBTQIA+ people, challenge homophobic and transphobic behaviour, and have clear reporting mechanisms for harassment and discrimination. We will ensure our staff are trained to understand the experiences of LGBTQIA+ people and how to be a proactive ally.*

You will be asked to sign the pledge at the start of the order form section of this pack. Once you have signed you can download a copy of the Norwich Pride Pledge poster from the Allies' Page of our website.

If your organisation's umbrella body is not trans-inclusive, we may seek further information and possibly a statement of commitment to trans inclusivity. For example, for a sports team, and/or demonstrable lobbying or activity to try and influence the overarching body.

For details of LGBTQIA+ awareness training please email [allies@norwichpride.org.uk](mailto:allies@norwichpride.org.uk)

## Be a Norwich Pride Ally

Anyone who wants to visibly show support for Norwich Pride all year can subscribe to the Allies' Page of the Norwich Pride website. The site receives thousands of visitors each year, making this a very cost-effective way to publicly demonstrate your support for the LGBTQIA+ community of Norwich.

## Donating to Norwich Pride, and community Fundraising

To support Norwich Pride, you can donate via our Local Giving page – <https://localgiving.org/charity/norwichpride/>

No donation is too small, whether it be a one-off or a regular donation - every penny goes towards delivering Pride.

We love it when brilliant people, businesses, and organisations across Norwich support us with a fundraising event. There are a million ways to help raise some money for Norwich Pride, and when it comes from the local community it means so much to us. Could your shop, venue, pub, club, or restaurant host a fundraising event? Are you part of a community group that could organise a jumble sale?

Contact us at [allies@norwichpride.org.uk](mailto:allies@norwichpride.org.uk) to let us know about your fundraising plan so we can promote your event on our social media. Any business, organisation, or group which donates in this way can have their logo added to the Allies' Page for free.



# THE PRIDE GUIDE

Advertising in the Pride Guide is an excellent way for businesses, organisations, or groups to reach new clients or customers, or to attract new members. The guide is a colourful 60-page magazine, launched at the end of June. Examples of previous guides are on the Norwich Pride website.

The guide is filled with information about the upcoming Pride event, along with listings for the Pride Inspired events in Pride Week, and includes articles, interviews, and other local listings.

Thousands of copies of the magazine will be distributed across Norwich in the month running up to Pride. It is also available online on our website.

The Pride Guide is carbon neutral and is printed on 100% recycled paper using non-soya biodegradable vegetable oil-based inks, on a waterless printing press that is powered by green energy. No chemistry used in its production is harmful to the environment.

Adverts are priced by size, from a small logo to a full page. Order your advert as soon as possible as space is limited, and they always sell out quickly. If the size of advert you want has sold out, we will contact you to agree an alternative.

Details on how to order your advert are in the order form at the end of this pack.

The deadline for submitting an advert is Friday 11th April.

## Digital Adverts

The screens in Chapelfield Gardens and The Forum help create the amazing atmosphere on the day and are a great way to communicate directly to pride-goers. Adverts shown on these screens are played on a loop throughout the day. An advert on these screens will reach thousands of people.

Details on how to order your advert are in the order form at the end of this pack.

The deadline for submitting a digital advert is Friday 27th June.

## Stalls

Well over 150 stalls are available across all the different zones of the event; each zone has its own identity and purpose.

If your business, organisation, or group want to be part of the event please ensure you **read the terms and conditions** section of this pack and place your order. The cost of stall hire is based on the type of business or organisation making the booking.

If you are a very small grassroots group, or an unfunded charity, and will struggle to pay the stall fee please get in touch with us at [allies@norwichpride.org.uk](mailto:allies@norwichpride.org.uk) – we can offer discount and make exceptions for groups we want to support.

Successful bookings will be confirmed and finalised at the start of May.

Deadline for all stall applications is Friday 11th April.







# UNDERSTANDING THE ZONES



## The Community Hub – The Forum

Inside The Atrium, and outside on Upper Millennium Plain, and Theatre Plain.

This space is primarily for local grass-roots community groups, LGBTQIA+ charities, and organisations focused on providing support and information for LGBTQIA+ people.

We also welcome workers' unions, staff LGBTQIA+ networks, and other charities and organisations whose work includes, but doesn't only focus on the LGBTQIA+ community. A small number of business stalls will be allowed if space is available.

## The March

The heart of Norwich Pride is the March through the city centre streets.

It is the most visible and photographed element of the day, local press and TV stations cover the march every year, and social media will be flooded with images of the march during and after the event.

Anyone wanting to advertise their business, organisation, or group must book a space in the Sponsors Section.

For the general public, the People's March section is free to join.

This is a very popular element of the day, book your space as soon as possible to avoid missing out. March slots will be confirmed in early July.

The deadline for booking a March slot is Friday 27th June.

## The Makers Market – Chantry Car Park

A space dedicated for Artists and Makers to sell their artwork, designs and creations. Apply online via our website for this location

## Vehicle Stalls – Theatre Street

A small number of vehicle stalls are welcome to join the Gilbert Baker Pride Bus on Theatre Street.

## The Festival Hub – Chapelfield Gardens

This space is ideal for businesses and organisations wanting to connect directly to the large number of people enjoying the entertainment in the park.

## Food Vendors – Chapelfield Gardens

A limited number of food vendors will be welcome to join us on the day. We will curate the food stall bookings to ensure a diverse range of food is available, and to limit the overlap of menus, ensuring fairness to all stallholders. Food vendors should submit a sample menu with their application and have a food hygiene rating of 5.

It is VITAL stallholders who need to hire power and/or track mats, as detailed in the terms and conditions section of this pack, pre-book any equipment they need. No refunds will be issued for traders who cannot trade on the day due to their oversight of this requirement.



# GENERAL TERMS AND CONDITIONS

## Responsibility for the Booking

When you make a booking with Norwich Pride you remain the 'responsible person' for that booking, even if there are many different people taking part, or if you will not be at the event. If you are making a booking, you must ensure that all your team are fully aware of these Terms and Conditions, and it is your responsibility as the 'responsible person' to ensure that they comply with these Terms and Conditions.

## Data Processing

By completing this order form, you are consenting for Norwich Pride to process your data for the specific purpose of organising activities and events which fulfil the aims of Norwich Pride. Please ensure you have read our privacy notice which can be found on our website.

## Payment Terms

All Allies' subscriptions, advert orders, and march bookings will be invoiced immediately on 30-day payment terms. Stall bookings will be invoiced in May, on 30-day payment terms once the deadline has passed and all stalls are allocated to successful applicants. Therefore, one order may result in two invoices – please place two separate orders if this will cause issues for your accounts team.

Norwich Pride reserves the right to apply a late payment fee when payment is not received within 30 days of the invoice date. The fee will be either £20 or 10% of the original invoice value, whichever is greater, accrued per month until the invoice is settled.

## Brand Management

Norwich Pride will always protect its brand and reputation. Businesses, organisations, groups, or individuals may not use the Norwich Pride logo or claim to be an official Norwich Pride partner, or state they are holding an 'official' event without written permission from Norwich Pride. Norwich Pride will provide authorised collaborators with specific branding for use only in connection with an authorised event. Where our brand is used without our permission, we reserve the right to take legal action.

## Insurance

Norwich Pride's insurance does not cover loss, theft, or damage to property brought to the event by a third party.

## Images and Photography

Norwich Pride will take extensive photographs and film footage of activities on Pride day. We reserve the right to use these images and film footage for marketing and publicity purposes. This may include printed, online, or social media content. By accepting these terms and conditions, you are giving your permission as the responsible person, on behalf of your business, organisation, or group for us to use images that may contain participants from your business, organisation or group. It is your responsibility to ensure all members of your group understand this.

## Cancellation Policy

If you have to cancel your order or booking or fail to supply artwork by the deadline, Norwich Pride will not issue a refund unless we are able to resell your order or booking.

In the event that we are unable to honour our agreement with you for any reason, we will advise you immediately and do our utmost to return to you any payment made. However, cancellation will incur no further liability on our part.

If we become aware of, or have cause to believe any advert, artwork, or activity you are undertaking is not appropriate, or if it is in conflict with, or detrimental to the core values of Norwich Pride we reserve the right to cancel your order or booking, or request that the specific artwork is amended, or the activity does not proceed.

If you deliberately or inadvertently mislead Norwich Pride as to the nature of your order or booking or withhold information that results in any activity that Norwich Pride believes might cause offence Norwich Pride reserves the right to cancel the order or booking immediately, retain any fees paid, and charge you for any other costs that may arise.



# STALLS TERMS AND CONDITIONS

## Requirements for all stall bookings -

Please **supply this documentation** with your application -

- Public liability insurance of £5m or above.
- A risk assessment for your stall.
- For food stalls - A food hygiene rating of 5 and a sample menu.

Please ensure you comply with these requirements.

- All electrical items must have a valid PAT test certificate.
- For stalls outside - A sturdy, windproof, flame-retardant gazebo or stall with weights on each leg.

## Provision at each location

### The Atrium

The stalls will consist of a table and two chairs. Access to electricity and display boards are free but must be pre-booked. Boards are allocated first come, first served basis. Items fixed to these boards must be fixed with Velcro, not drawing pins.

### Upper Millennium Plain / Theatre Plain

The stalls will consist of a 3m x 3m space. All equipment must be supplied by the stallholder including any gazebo, tables and chairs. Power can be pre-booked. Stallholders are not permitted to use generators.



### Theatre Street Vehicle Stall

These 'stalls' are a section of the parking bay beside The Forum. No power is available at this location. Any gazebos brought along with your vehicle must be no larger than 3m x 3m.

### Chapelfield Gardens

The stalls will consist of a 3m x 3m space. All equipment must be supplied by the stallholder including any gazebo, tables and chairs.

**Power must be pre-booked. Wheeled stalls must pre-book track mats and boards to avoid damaging the grass.**

### Set Up -

Stall set up at all locations is from 7.00am. All stalls must be ready for a health & safety inspection at 9.00am. The event officially opens at 10:00am and closes at 6.00pm.

Joining instructions will be sent to the Responsible Person 7-10 days ahead of the event.

The following items are not allowed at any location:

- Live animals
- Alcohol – either for sale, or as a prize
- Confetti
- Sky lanterns
- Drones

Stalls must not take up excessive space and must not cause an obstruction or hindrance to attendees' movement around the site, or to other stallholders.

For stalls at The Forum there is a loading bay on Bethel Street which can be used to drop off equipment for your stall. The nearest parking is in The Forum's underground car park, accessible via Bethel Street. External areas of The Forum must be clear of vehicles by 9:00am. Vehicles will not be permitted back onto site until after 5:30pm.

At Chapelfield Gardens vehicles must not drive on grassed areas without track mats. Stalls that are wheeled trailers must be parked on boards which must be booked in advance.

Car parking for stallholders is not available at Chapelfield Gardens. Other nearby parking options include city centre car parks run by Norwich City Council. The Forum and Chantry Place have public car parks that can be used.





### Using Gazebos or Other Temporary Structures Outside

Any gazebo or temporary structure used outside must be of sturdy construction or of professional quality, flame retardant and weighted or anchored appropriately. Weights used must be sufficient to hold the structure firmly in the event of strong winds. Even on seemingly calm days, freak gusts can occur; there will be no exceptions to this rule based on the current state of the weather.

In the case of gazebos, each leg of the structure must be weighed down. Other types of structure will be assessed on a case-by-case basis. It is not acceptable to tie structures to other structures, parts of buildings or vehicles. In the event of extreme weather, it may be necessary to refuse the use of gazebos altogether or to cancel the event entirely in the interest of public safety. All gazebos or temporary structures will be inspected by Norwich Pride, and if not deemed to be appropriately secured, you will be asked to remove it immediately, with no right of recourse.

### Rubbish Disposal

At the end of the event, you must ensure any rubbish is removed from site. Norwich Pride reserves the right to remove any items left behind and believed to be rubbish. These will be disposed of immediately with the cost of disposal re-charged to the business or organisation responsible at £20 per sack, or part thereof. Items requiring specialist disposal will be re-charged at cost plus 25%.

### Wi-Fi

The Forum allows Norwich Pride and its stallholders to access their Wi-Fi throughout the building and outside areas. An access code is available on request from The Forum staff. The use of the Wi-Fi network is solely at the discretion of The Forum management and may be withdrawn at any time. You have a duty to use the internet responsibly. You will be asked to read and agree to the Terms of Use when you access the Forum Wi-Fi.

There is no Wi-Fi at Chapelfield Gardens, or at Chantry car park. 4G/5G mobile signal is available, subject to network capacity.

# MARCH TERMS AND CONDITIONS

Each group in the sponsors section of the march must have a march lead who will act as steward for their group, ensuring the group keep up with the pace of the march and is ready to report any hazards to the march stewards if necessary. For large groups it is advisable to have at least one steward per 15 people.

- No motorised floats or vehicles are allowed in the march.
- Some parts of the route include narrow pedestrianised streets – please ensure any walking floats are no more than two people wide.
- On arrival at Chapelfield Gardens any groups with floats will be directed to a separate zone from the main march group, to allow free movement of people into the park.
- Water pistols are not allowed.
- Norwich Pride would prefer whistles are not used.
- Norwich Pride accepts no liability for any loss or damage to items you bring with you on the march.
- Norwich Pride reserves the right to refuse admission to the march in the event of anything which, in the opinion of Norwich Pride or its representative, contravenes the Norwich Pride values, may be unsafe, or for any other reason deemed necessary at the time.

### Flyers

Dealing with littering caused by flyers handed out during the march is the responsibility of the group handing them out. Norwich Pride accepts no liability in relation to fines received from Norwich City Council in this regard and will pass on any penalty notices to the group responsible.



# THE ORDER FORM

Name of the business, organisation or group

Primary contact name

Contact number

Contact email

Your purchase order number (if required, we will include it on your invoice)

Invoice email address (if different from above)

I have read and understood the Terms and Conditions applicable to my order -

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## Now you must sign the Pride Pledge

*As an Official Supporter of Norwich Pride, we pledge our business, organisation or group will be a safe, welcoming, and friendly place for LGBTQIA+ customers and staff. We will visibly support and promote equality for LGBTQIA+ people, challenge homophobic and transphobic behaviour, and have clear reporting mechanisms for harassment and discrimination. We will ensure our staff are trained to understand the experiences of LGBTQIA+ people and how to be a proactive ally.*

I

agree to uphold the principles of the Norwich Pride Pledge on behalf of

(insert name of business, organisation or group)

## Allies' Page Subscription (Your logo on our website)

Email a high-resolution copy of your logo to [allies@norwichpride.org.uk](mailto:allies@norwichpride.org.uk) when you return this order form.

Grassroots Community Group / Very Small Charity - £50

Small Charity - £100

Not-For-Profit / Public Sector / Small Business / Larger Charity - £150

Large / Corporate Business - £500

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## Advertise in the Pride Guide

Deadline for submitting an advert is Friday 11th April

Please supply artwork via email to [allies@norwichpride.org.uk](mailto:allies@norwichpride.org.uk) with no crop marks except for full page adverts along with this order form.

Logo only - Logos will be sized to fit on the logo page - £80

Eighth Page - A8 Landscape - 46mm deep x 66mm wide - £160

Quarter Page - A7 Portrait - 93mm deep x 66mm wide - £320

Half Page - A6 Landscape - 93mm deep x 132mm wide - £500

Whole Page WITH BLEED - A5 Portrait - 210mm deep x 148mm wide + 3mm bleed - £900

Whole Page NO BLEED - A5 Portrait - 194mm deep x 132mm wide - £900

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# Digital Adverts For the screens in The Forum and Chapelfield Gardens

Deadline for submitting an advert is Friday 27th June.

Adverts must be 16:9 ratio, 2560 x 1440 pixels. High-res PDF or TIFF files no less than 300 dpi.  
With no crop marks. Email artwork to [allies@norwichpride.org.uk](mailto:allies@norwichpride.org.uk) along with this order form.

Grassroots Community Group / Very Small Charity - £50

Small Charity - £100

Not-For-Profit / Public Sector / Small Business / Larger Charity - £300

Large / Corporate Business - £500

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Deadline for  
submitting an advert  
is Friday 27th June.

## Stalls

Deadline for stall applications is Friday 11th April.

Successful bookings will be confirmed with joining instructions at the start of May.

To support your application for a stall in any location please describe what your business, organisation, or group does, and what you intend to do or sell on your stall. The more information you can give us, the stronger your application will be. You can include links to websites or social media. Food vendors please include a sample menu of what you plan to offer on the day.

Deadline for stall  
applications is  
Friday 11th April.

Does anyone in your group have any accessibility requirements? If yes, please provide details of what Norwich Pride could do to support them –

## The Community Hub – The Forum

The Atrium – 35 stalls available

To pre-book power please tick here -

To reserve a display board please tick here -

Grassroots Community Group / Very Small Charity - £60

Small Charity - £120

Not-For-Profit / Public Sector / Small Business / Larger Charity - £250

Large / Corporate business - £500

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### Upper Millennium Plain – 3 stalls available

To pre-book power please tick here -

Grassroots Community Group / Very Small Charity - £60

Small Charity - £120

Not-For-Profit / Public Sector / Small Business / Larger Charity - £250

Large Business - £500

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### Theatre Plain – 10 stalls available

To pre-book power on theatre Plain please tick here -

Grassroots Community Group / Very Small Charity - £60

Small Charity - £120

Not-For-Profit / Public Sector / Small Business / Larger Charity - £250

Large Business - £500

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### Theatre Street Vehicle Stalls 5 available

All stalls - £250

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## The Festival Hub – Chapelfield Gardens

### Track Mats

Wheeled stalls will need to hire track mats to protect the grass. Track Mats are 2.4m x 1.2m and are £10 each.

Please insert the quantity you require -

### Power

16 Amp Supply - £30

32 Amp Supply - £60

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Failure to pre-book these items may result in your booking being cancelled on the day, with no refund.

### Food Stalls

15 available – £200

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## Non-Food Stalls. 25 stalls available

Grassroots Community Group / Very Small Charity - **£60**

Small Charity - **£120**

Not-For-Profit / Public Sector / Small Business / Larger Charity - **£250**

Large Business - **£500**

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## The March

The deadline for booking a March slot is Friday 27th June.

Grassroots Community Group / Very Small Charity - **£40**

Small Charity - **£100**

Not-For-Profit / Public Sector / Small Business / Larger Charity - **£250**

Large / Corporate Business - **£500**

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The deadline for  
booking a March slot  
is Friday 27th June.

Does anyone in your group have any accessibility or mobility requirements? If yes, please provide details of what Norwich Pride could do to support them –

- Please return your completed order form to [allies@norwichpride.org.uk](mailto:allies@norwichpride.org.uk)
- Include your advert or documentation as required or indicate when this will be sent if it is to follow.
- Please note all deadlines are absolute.
- Failure to supply artwork or documentation by a given deadline may result in your order being cancelled without a refund.