

## **Norwich Pride 2026 pricing structure.**

### **The march**

- Grassroots community group / very small charity - £40.00
- Small charity / small business - £100.00
- Not-for-profit / public sector / larger charity - £250.00
- Large / corporate business - £500.00

### **Advertise in 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 a month before Pride. Examples of previous guides are on the Norwich Pride website.

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.

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.

### **Costs -**

- Logo only - logos will be sized to fit on the logo page - £80
- Eighth page – A8 landscape – 74mm wide x 52mm high - £160
- Quarter page – A7 portrait – 105mm high x 74mm wide - £320
- Half page – A6 landscape – 105mm high x 148mm wide - £500
- Whole page - A5 portrait – 210mm high x 148mm wide - £900

**Deadline for submitting a pride guide advert is 31 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 to 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.

- Grassroots community group / very small charity - £50.00
- Small charity / small business - £100.00
- Not-for-profit / public sector / larger charity - £300.00
- Large / corporate business - £500.00

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.

**Deadline for submitting an advert is Friday 26th June.**

Be a Norwich Pride ally (Your logo on our website)

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.

- Grassroots community group / very small charity - £50.00
- Small charity / small business - £100.00
- Not-for-profit / public sector / larger charity - £200.00
- Large / corporate business - £500.00

## **Stalls**

Deadline for all stall applications is Friday 10th April. Successful bookings will be confirmed and finalised at the start of May.

### **Understanding the Zones**

#### **The makers market – Chantry Car Park - All stalls - £80**

A space dedicated for Artists and Makers to sell their artwork, designs and creations. This is a very popular space, and stalls sell out quickly. Makers tell us this is their favourite and most lucrative market of the year.

#### **The Community Hub - The Atrium at The Forum – stalls priced as per below -**

- Grassroots community group / very small charity - £60.00
- Small charity / small business - £120.00
- Not-for-profit / public sector / larger charity - £250.00
- Large / corporate business - £500.00

This space is primarily for local grass-roots community groups, LGBTQIA+ charities, and organisations focused on providing support and information for LGTBQIA+ 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 Extra Market - Theatre Plain (Between The Forum and Theatre Street) - All stalls £100.00**

This is an overspill area for the Makers Market. Stalls here are slightly more expensive than the main market as they are more central to the event, being outside The Forum.

#### **Upper Millennium Plain (Directly outside The Forum) - All stalls £250.00**

This is a very prominent area and would suit a large charity, corporate business or shop.

#### **Vehicle stalls - Theatre Street - All stalls £250.00**

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

#### **The Festival Hub – Chapelfield Gardens – stalls priced as per below -**

- Grassroots community group / very small charity - £60.00
- Small charity - £120.00
- Small business / Not-for-profit / public sector / larger charity - £250.00
- Large / corporate business - £500.00

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 - all stalls £200**

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.