



Ways to Support Oban Pride
Registered Charity Number SC049763

Oban Pride is a Charity Organisation completely led by volunteers from the community of Oban & surroundings areas.

The purpose of Oban Pride is to promote Equality & Diversity throughout Oban & surrounding areas, through providing safe spaces for the LGBTQ+ community & its allies to come together to celebrate & promote equal rights throughout Scotland and across the world, while reflecting on our history. As well as reflecting on the past and celebrating, Oban Pride will also be highlighting the ongoing fight against stigma & inequality.

The organisation creates opportunities for emotional growth, inclusion and freedom of expression for LGBTQ+ people.

By providing Pride events and other LGBTQ+ inclusive events in Oban and surrounding areas, Oban Pride will both raise the profile and increase awareness of LGBTQ+ issues.

Pride is the positive stance against discrimination and violence toward the LGBTQ+ community. The LGBTQ+ community includes everybody regardless of gender, sexual orientation and race. The LGBTQ+ community brings people together no matter who they are, as long as they support the fight for equal rights for LGBTQ+ people throughout the world.

Oban Pride were planning to have our second Pride on 30th May 2020, but due to the COVID-19 Pandemic this was put on hold, we are now at a stage that we are pleased to state that Oban Pride will now have a physical event in 2021. We are looking forward to bringing this amazing event back to Oban in 2021 and have lots planned.

As part of Oban Pride we are our Free Community Pride Afternoon. This event is open to all ages and includes a Family Area, Youth Area, LGBTQ+ interest stalls in our stall village and entertainment by some wonderful acts. Oban Pride in 2021 will be spread across multiple venues in Oban and will still be following strict COVID regulations.

There are many ways you can get involved with or support Oban Pride and they are outlined in this pack.

Advertising, Promoting & Social Media

One-way you can support Oban Pride is by displaying our posters to advertise our upcoming events. If you have a public space, or even a staff space where you can display posters, advertising our events is a great way to support us to reach a larger range of people.

As well as advertising in physical spaces if you, your organisation or business are on Facebook, Twitter or Instagram, following Oban Pride and liking and sharing our posts helps us to get our message out to a much wider range of people as all your followers will also see our posts. All these ways help promote Oban Pride and show that your business or organisation support not only Oban Pride, but equal rights throughout the world.

Decorating

Leading up to and during our Pride we would love to see Oban decorated with as much Pride as possible; we would love to see organisations and businesses decorated with Rainbow flags and other Pride flags to help us celebrate. It would be wonderful to see the windows of businesses and organisations decorated with rainbows and flags as people travel through Oban the week and weekend of Pride. We had some amazing windows in 2019 and look forward to seeing even more in 2021.

Merchandise

Oban Pride have a range of merchandise available including wristbands, ribbons, mugs, tote bags and T- shirts. If you have space where you could display and sell our merchandise, we can offer you a small stock on sale and return. This helps us by displaying our merchandise the week leading up to Pride and gives visitors to the area a chance to purchase this exclusive merchandise as well as people attending Pride on the day.

Oban Pride Wristband

As well as stocking our wristband, one way we can support each other is by giving anybody with an Oban Pride wristband a reason to visit and buy in local businesses. We would love if local businesses can give Pride wristband holders an offer of some kind over the weekend of Oban Pride. These can be small offers for example 5% off all purchases, 10% off food or even a small gift with their purchase for having an Oban Pride wristband.

Pride Guide

Oban Pride will be producing an A5 Pride Guide which is available for anyone attending Pride or visiting Oban over the week of Pride.

They should be printed by the start of the last week in September.

The Oban Pride Guide will give people information about Oban, Oban Pride, what's on during Oban Pride, a map of the town and it will also have space for local organisations and businesses to advertise.

Your business or organisation can get involved with our Pride Guide in two ways. One way you can get involved with our Pride Guide is by having Pride Guides available for people to pick up in your venue, this is a great way to spread the message about Oban Pride and lets people know what is happening over Pride weekend. If you would like to stock some Pride Guides, please contact us on ObanPride@gmail.com.

The second way you can get involved in our Pride Guide is by buying advertising space letting attendees of Pride and visitors to the town know about your business or organisation, as well as letting them know that you support Oban Pride and Equal Rights. This helps Oban Pride with some financial support as any profit made from selling advertising space helps cover the costs of Oban Pride.

We are offering three different sizes of advertising space in our Pride Guide at different prices. The sizes are quarter page, half page or full page. The dimensions and costs for these are also in this pack on the next page.

If you would like to take an advertising space we ask that you send us a PDF version of your ad to ObanPride@gmail.com with a covering e-mail with your business or organisations name, the size you would like your ad, a contact name and billing address or email for us to send the invoice to. We need all PDF's sent to us by 15th September 2021 for our committee to approve the Pride Guide before going to print.

Accommodation & Offers

Last year we had many people messaging us for recommendations of places to stay in Oban. We anticipate having many more visitors to Oban for Oban Pride 2021, some of these will need place to stay. We would love to be able to promote local businesses and one way of encouraging people to stay is by offering special deals for people travelling to Oban for Pride. Anyone offering these offers would be promoted on our social media. For Oban Pride 2021 we have some fabulous acts travelling to Oban and some of these need accommodation; additionally some of our volunteers also require accommodation; if you are able to provide accommodation to us for any of our acts or volunteers either as a donation or at a low cost to us, please get in contact with us. Anyone providing us with any accommodation will also receive promotion on our social media pages.

Sponsorship

A major way you can support Oban Pride is by sponsoring a part of the festival. Oban Pride is costing around £15,000 to put on this amazing event and we are currently seeking funding through grants, but we need sponsorship and local fundraising as well. Now we are a Registered Charity we now have collection boxes that we are happy to supply businesses with.

We are happy to discuss different sponsorship packages with different businesses & organisations.

Sponsorships can vary in size depending on how much your business or organisation is able to give.

A small sponsorship can be anything from £100 to £500: this can help us provide our Volunteers with their official Oban Pride volunteer kit including T-shirt, name badge & lanyard, training and meal vouchers. In return you will receive, a free 1/4 page advert in our Pride Guide.

A medium sponsorship can be anything from £500 to £1500; this can help us with expenses for things like our Hi-Viz vests for our Stewards, the production of merchandise for Oban Pride to sell (these may include T-shirts, bags, pens, keyrings, badges.) As a medium sponsor you would receive; a free 1/2 page advert in our Pride Guide, your logo printed on our banners and publicity, as well as your logo on our social media pages & website for the month of September 2021.

A large sponsorship can be anything above £1500; this can help us with major expenses for the hiring of bands and performers. Each of our bands and performers cost differing amounts and it is vitally important that we have fabulous entertainment at

our event. In return for your sponsorship you will receive a free full page advert in our Pride Guide, your logo printed on our banners and publicity as well as your logo on our social media pages and website from the beginning September 2021 until the end of December 2021, along with a link to your Facebook page and/or website.

Gifts

A great way to support Oban Pride is by donating gifts. This could be anything from a gift voucher or gift that we could use as a prize for a raffle or prize draw, you maybe able to offer something that we could auction off to raise funds for Oban Pride for example a meal, a stay at a hotel or an exclusive experience.

Not all gifts need to be for us to use to raise funds, it could be gifts that help us run our event.

Oban Pride is being completely run by volunteers and we will have around 40 of them working on Saturday 25th September, some are locals and others are coming from other areas of the UK to help us. All our volunteers are giving up their time to help so it is important that we keep them refreshed.

On our main Pride day, some volunteers will be working from 9am through till 11pm, others will be working from 11am to 8pm and others may come and help for a few hours.

One way you could help us, is by gifting us items that our volunteers can have as refreshments. Refreshments that we need for our volunteers include water, other soft drinks, tea and coffee, snacks and lunches.

Full Page AD
180mm x 120mm

£140

1/4 Page

AD

90mm x 60 mm

£40

1/2 Page AD

90mm x 120mm

£75



If you would like to meet with a member of our team to discuss supporting Oban Pride in any of the ways mentioned in this pack please e-mail us on ObanPride@gmail.com or send us a message on Facebook, Twitter or Instagram @ObanPride. You can also contact our chair Phill on 07501868580.

We look forward to working with you and having your support as we bring this exciting new Pride to Oban in 2021.