







Sparkle

The National Transgender Charity

Sparkle – The National Transgender Charity organises the Sparkle Weekend celebration in July of each year.

We also hold a series of events throughout the year to actively promote fundraising and to providing training with a focus on developing transgender awareness.

Sparkle's Mission is to promote a positive public image of the transgender and gender variant community within the UK and across the world. Our aim is to build confidence and resilience, to develop understanding in order to support cohesion in society, and to challenge stigma.

We believe that by continuing to deliver the Sparkle Weekend in Manchester, we create a spirit of trans inclusion and acceptance within a quality festival-style event. We want to continue to work with and promote our local LGBT venues, whilst engaging with wider audiences to involve carefully chosen community-minded businesses and organisations across the UK.

We have made it a key part of our vision to include everyone across the gender spectrum; trans women, trans men, non-binary people, and those who are within sub-sectional minorities such as those with disabilities and those from BAME communities.

This outlook gives us a solid direction which aims to create new and fresh ideas each and every year going forward, including the continued development of our Family Zone, in association with our key partner charities and other community grass roots organisations.

A FOREWARD FROM JANE OWEN

My name is Jane Owen and I am the chair of trustees at Sparkle.

Founded in 2005, Sparkle was initially launched as a day to celebrate transgender visibility and diversity. Based in the heart of Manchester's Gay Village, Sparkle is emblematic of the city's rich heritage of acceptance and inclusion. In 2016, the event has now expanded into a week-long festival, including a fringe arts programme, and culminating in the Sparkle Weekend – the world's largest free trans celebration.

"Invaluable", "Liberating", and "Life-changing", these are just some of the personal comments that the Sparkle team has received about the event. Marginalised and stigmatised, the Sparkle Weekend is often the only opportunity for many alienated or isolated trans people to meet in a safe, welcoming environment to celebrate their gender identity.

Registered as a charity in 2011, the voluntary board of trustees and key volunteers work hard to deliver an engaging and all-embracing event which is free to attend for trans and non-binary people (fundamental as research has found that around half of trans people in this country are unemployed, or earning less than the national average), their families and allies.

Now the times are changing, and the conversation surrounding trans issues and gender identity has been blown wide open. Children's counselling service Childline has reported a record number of calls from young gender variant people, and many families accessed information and support services through our Family Zone during this year's Sparkle Weekend. The board of trustees' aim is to not only help the trans community today, but to also engender understanding of what it is to be trans within society in order to create a brighter tomorrow – and your organisation could be instrumental in achieving that.

It's not hard to become a Trans Ally, you're probably one already without realising if you believe in equality for trans people, because trans rights are human rights. Please help us in creating a more accepting and unprejudiced world for our community, both young and old.
Thank you.



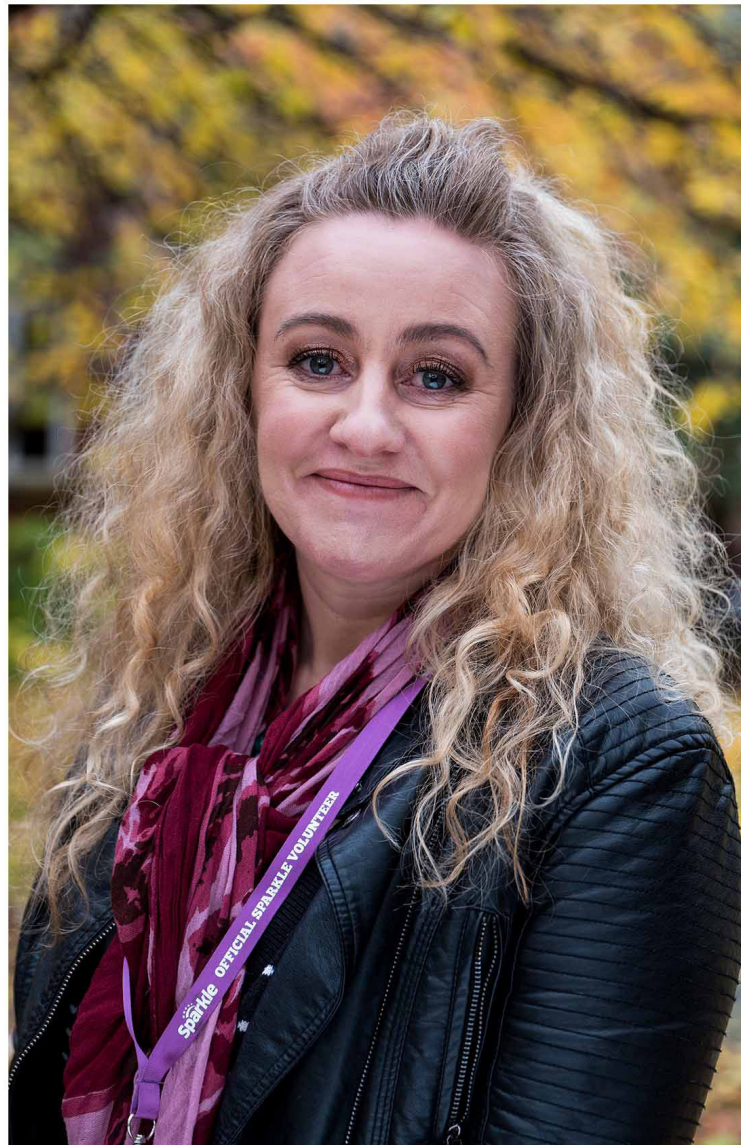


Jay Crawford

sponsorship@sparkle.org.uk

Hello, I deal with enquiries relating to Sponsorships and Business Involvements such as the Market Place, The Sparkle Guide, Village Business Packages and the provision of services to Transgender Organisations

I look forward to meeting you and working together for Sparkle 2017



Claire Grant

fundinggrants@sparkle.org.uk

Claire's primary role is dealing with planning our sparkle calendar and completing external funding bids throughout our year. She also liaises with planning and development for a bigger better sparkle each year. Claire is keen to develop long term goals and to access wider funding options.

MEET YOUR SPARKLE CONTACTS:

THE SPONSORSHIP AND FUNDING TEAM

MAIN STAGE SPONSOR

£10,000 - ONE SPONSOR

£5,000- TWO SPONSORS

Our Main Stage Sponsors are the largest and most comprehensive offerings over the Sparkle Weekend. With 2 days of 12pm-7pm entertainment and being the focal point for the Sparkle Weekend your brand is going to get top notch exposure.

With over 9,000 people expected to view our stage in 2017 this is a fantastic opportunity to show yourselves as an ally to the LGBT community. As part of the package you can expect:

LOGO – Inclusion on Sparkle's Canal Side Banner.

LOGO – Inclusion on the Main Stage over the Sparkle Weekend.

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

ONLINE – Versions of all Sparkle promotional materials.

COMPARE – Brand mentions each day over the Sparkle Weekend.

STALL - Premium Location Weekend Stall in the Park.

SPARKLE GUIDE – Centre Double Full Page Advert in the Sparkle Guide.

PRESS RELEASE – Mention in ALL press releases in the run up to Sparkle Weekend.

BLOG POST – On our website and associated social media push.

BANNER - Front of Stage Printed and Installed Park Banner.



FRINGE SPONSOR

£4,000 - ONE SPONSOR

Our Sparkle Fringe has been revamped for 2017. As the Sponsor of this exciting revitalised venue you will have engagement across the Greater Manchester area, as we team up with Manchester Venues such as the Manchester Art Gallery, Local LGBT Bars and Restaurants. With an excellent programme of events across 7 days prior to the Sparkle Weekend.

LOGO – Inclusion on Sparkle's Canal Side Banner and on the Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

LOGO – On all Sparkle Fringe Events and Promotional Materials.

ONLINE – Versions of all Sparkle promotional materials.

STALL - Premium Location Weekend Stall in the Park.

SPARKLE GUIDE – Double Full Page Advert in the Sparkle Guide.

PRESS RELEASE – Mention in ALL fringe press releases in the run-up to Sparkle Weekend.

BLOG POST – On our website and associated social media push.

BANNER - Front of Stage Printed and Installed Park Banner.

WEB BANNER - Web Banner for 12 months.

MERCHANDISE SPONSOR

£4,000 - ONE SPONSOR

Our Sparkle Merchandise has been flying off the shelves for 3 years now, as the Merchandise Sponsor for 2017 we can expect to sell over 500 t-shirts plus trans pride flags, badges and more.

In 2017 we want to really focus our efforts on changing things for our community, pushing forward for more social inclusion and positive representation of transgender and gender variant people. This is your opportunity to have a visible impact on our community and show that you are invested in the Transgender Community and its progress.

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

LOGO – Official Merchandise Sponsor.

ONLINE – Versions of all Sparkle promotional materials.

STALL - Premium Location Weekend Stall in the Park near to our Official Merchandise Stall.

SPARKLE GUIDE – Double Full Page Advert in the Sparkle Guide.

BLOG POST – On our website and associated social media push.

WEBSITE – Official Mentions on our Online Merchandise Store at www.sparkle.org.uk.

BANNER – Printed and Installed Park Banner.

WEB BANNER - Web Banner for 12 months.

SPARKLE LOUNGE SPONSOR

£3,000 - ONE SPONSOR

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

LOGO – Official Sparkle Lounge Sponsor. Branding across the Lounge information.

LOGO – Inclusion on the sparkle lounge wristbands.

STALL - Premium Location Weekend Stall in the Park.

SPARKLE GUIDE – Double Full Page Advert in the Sparkle Guide.

BLOG POST – On our website and associated social media push.

BANNER – Printed and Installed Park Banners on the lounge areas.

WEB BANNER - Web Banner for 12 months.



Sparkle

8th July 2017

8pm - 1am

mercure

manchester

piccadilly

portland street

manchester

M1 4PH

SPARKLE BALL 2017

earlybird tickets

available now

£30 each

visit

www.sparkle.org.uk

hotel rooms available £125 per night single
occupancy and £135 double occupancy including breakfast

0844 8159024 - when booking please state "sparkle2017"

Mercure
HOTELS

SPARKLE BALL SPONSORS

£3,000 - ONE SPONSOR

£1,000 - ONE SPONSOR

£500 - THREE SPONSORS

Our Sparkle Ball has been re-invigorated for 2017 following feedback from our guests and attendees over the past 4 years we have moved our event to The Manchester Mercure Hotel. Just a stones throw from our old venue it will keep its incredible atmosphere and have an updated luxury feel.

With an expected attendance of over 275 people this Saturday night main attraction will provide you with a captive audience for your branding, pushing products and services via our goody bags and supporting a fantastic community event.

We offer a Live band, A fantastic Fusion Buffet and a DJ until the early hours, it really is the place to be over the Sparkle Weekend!

We will offer you:

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

LOGO – Official Sparkle Ball Sponsors.

ONLINE – Versions of all Sparkle promotional materials.

SPARKLE GUIDE – Full Page Advert in the Sparkle Guide.

BLOG POST – On our website and associated social media push, including ticket sales pages.

WEB BANNER - Web Banner for 12 months.

SPARKLE YOUTH ZONE SPONSORS

£2,000 - ONE SPONSOR

£1,000 - TWO SPONSORS

After a successful relaunch in 2016, we intend to go "inside" offering a fantastic marquee location for this year and providing excellent kids entertainment and a Sunday afternoon Picnic with over 300 attendees. We engage with charities and organisations such as Mermaids and URpotential who do vital work to engage with Transgender youth.

As part of this sponsorship commitment:

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

LOGO – Official Youth Zone Sponsors on Promotional Materials.

ONLINE – Versions of all Sparkle promotional materials and youth zone communications to over 100 LGBT youth organisations across the UK.

STALL - Weekend Stall in the Park.

SPARKLE GUIDE – Full Page Advert in the Sparkle Guide.

BLOG POST – On our website and associated social media push.

BANNER – Printed and Installed Park Banner.

WEB BANNER - Web Banner for 12 months.



SPARKLE SCREEN SPONSOR

£2,000 - ONE SPONSOR

Bringing a fantastic technology edge to the sparkle stage. Your brand will be viewed over 9,000 expected attendees. Featuring things such as Our opening video, our sponsors messages and a fantastic run of information across the weekend.

You will be right there in the middle of the action, this option is perfect for those organisations on a tighter budget who want to engage over the sparkle weekend and make a difference by keeping the event alive and to push its advancement each year.

We are hoping to have a larger screen for 2017 and this will help us to really showcase the event to as many people as possible!

As part of this Sponsorship we are pleased to offer:

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

LOGO – Official Sparkle Screen will have your logo on rotation all weekend.

ONLINE – Versions of all Sparkle promotional materials.

SPARKLE GUIDE – Full Page Advert in the Sparkle Guide.

BLOG POST – On our website and associated social media push.

BANNER – Printed and Installed Park Banner.

WEB BANNER - Web Banner for 12 months.

LAUNCH NIGHT SPONSOR

£2,000 - ONE SPONSOR

An exciting opportunity for Village Businesses to bid for the Friday Night launch.

LAUNCH NIGHT SPONSOR

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

LOGO – Official Sparkle Launch night

ONLINE – Versions of all Sparkle promotional materials.

SPARKLE GUIDE – Double Page Advert in the Sparkle Guide.

BLOG POST – On our website and associated social media push.

WEB BANNER - Web Banner for 12 months.

WRISTBAND SPONSOR

£1,250 - THREE SPONSOR

Each year we make over 3,000 wristbands, we sold out in 2014, 2015 and 2016! Your Sponsorship will help us to provide these wristbands and to generate a fantastic £5000+ revenue which helps to provide the Transgender Day of Remembrance service each year. Bring your brand to life, sold to over 3,000 people over the Sparkle Weekend 2017.

LOGO – Inclusion on Sparkle Sponsors page

WRISTBAND – Logo inclusion on over 2500 wristbands.

SPARKLE GUIDE – Full Page Advert in the Sparkle Guide.

BLOG POST – On our website and associated social media push, including ticket sales pages.



ACCESSIBILITY SPONSOR

£1,000 - TWO SPONSORS

As our Sparkle 2017 - Accessibility Sponsors you will help us provide a Safe, Accessible environment for our guests who have additional needs.

In 2016 we for the first time provided BSL Sign Language interpreters and for those with hearing impairments, it was a FANTASTIC success and we want to do more in 2017 to help those who otherwise might struggle by providing additional ramps and flooring, additional disabled toilets and accessible baby changing facilities.

In return for your Sponsorship we can offer you the following.

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

ONLINE – Versions of all Sparkle promotional materials.

SPARKLE GUIDE – Half Page Advert in the Sparkle Guide.

BLOG POST – On our website and associated social media push, including ticket sales pages.

BANNER – Printed and Installed Park Banner.

WEB BANNER - Web Banner for 12 months.

THE SPARKLE CONTESTS

The Sparkle Contests have now been running for over 10 years, this has been one of the most popular stage slots for most of this time, with those under 55 applying for Miss Sparkle and 55+ Applying for Miss Golden Sparkle with a recent addition of MR Sparkle for those who identify as Trans Masculine after feedback gained in 2014.

We offer an application form entry prior to the event and will be including our sponsors on all media content in the run up to the Sparkle Weekend. Each Category can have a separate sponsor or with discussion we are happy to have joint sponsors across all the categories which may suit individual sponsors.

MISS SPARKLE **£750 - ONE SPONSOR**

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

ONLINE – Versions of all Sparkle promotional materials.

COMPARE – Official mentions during Miss Sparkle contest and on press releases.

SPARKLE GUIDE – Half Page Advert in the Sparkle Guide.

BLOG POST – On our website and associated social media push, including ticket sales pages.

WEB BANNER - Web Banner for 12 months.

MISS GOLDEN SPARKLE **£750 - ONE SPONSOR**

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

ONLINE – Versions of all Sparkle promotional materials.

COMPARE – Official mentions during Miss Golden Sparkle contest and on press releases.

SPARKLE GUIDE – Half Page Advert in the Sparkle Guide.

BLOG POST – On our website and associated social media push, including ticket sales pages.

WEB BANNER - Web Banner for 12 months.

MR SPARKLE SPONSOR £750 - ONE SPONSOR

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

ONLINE – Versions of all Sparkle promotional materials.

COMPARE – Official mentions during Mr Sparkle contest and on press releases.

SPARKLE GUIDE – Half Page Advert in the Sparkle Guide.

BLOG POST – On our website and associated social media push, including ticket sales pages.

WEB BANNER - Web Banner for 12 months.

WEBSITE SPONSOR

£750 - ONE SPONSOR

As Part of our 2017 Re-Brand, we are revamping our website; As part of its ongoing redevelopment we want to offer you the opportunity to support us in this new year, new style venture.

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

ONLINE – Versions of all Sparkle promotional materials.

SPARKLE GUIDE – Full Page Advert in the Sparkle Guide.

BLOG POST – On our website and associated social media push.

WEB BANNER - Web Banner for 12 months.

[Recruitment](#)[TDoR](#)[Sparkle in the Park](#)[Shop Sparkle](#)[Blog](#)[About Sparkle](#)

Transgender Day of Remembrance

*this year was held on Sunday 20th
November.*

Sackville Gardens, Manchester.

You were known to Us

Gallery and Report



Sparkle Weekend 2016

Despite awful weather for large parts of the weekend, more than 12,000 people attended this year's celebration in Manchester.



SPRING CLEAN SPONSOR

£750 - ONE SPONSOR

New for 2017 we have Launched the fantastic community day planned to revitalise the National Transgender Memorial in Sackville Gardens, Manchester.

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

ONLINE – Versions of all Sparkle promotional materials.

SPARKLE GUIDE – Full Page Advert in the Sparkle Guide.

BLOG POST – On our website and associated social media push.

OFFICIAL HOTEL SPONSORS

£250 - £750

As hotel sponsors of Sparkle Weekend, we can offer you exposure to over 7,000 people searching for hotel rooms over the Sparkle Weekend. We want to make sure our attendees have the best facilities for our weekend at a great price. In return we can offer you:

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

PREMIUM LISTING - On the accommodation section of the Sparkle website.

SPARKLE GUIDE – Half Page Advert in the Sparkle Guide.

PRIDE TOUR SPONSORS

£750 - ONE SPONSOR

As part of Sparkle's expansion plans for 2017; We intend to visit Pride events and Conferences across the UK in order to promote the Sparkle message and The Sparkle Weekend to even more people across the country.

In previous years we have had representatives attend Manchester Pride, Northern Pride, Blackpool Pride, Chester Pride. Masapalomas Pride and Trans Pride Brighton and we would like to expand this by another 5 events in 2017 and each year beyond.

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

ONLINE – Versions of all Sparkle promotional materials.

SPARKLE GUIDE – Full Page Advert in the Sparkle Guide.

BLOG POST – On our website and associated social media push.

WEB BANNER - Web Banner for 12 months.

COMMUNITY SPONSOR PACKAGE

£500 - UNLIMITED

Our higher-level community involvement sponsorships are designed to maximise your impact over the Sparkle Weekend, with a combination of Sparkle Guide Advertising and a Park Banner.

TSHIRTS- 5 Sparkle Tshirts for your Venue.

SPARKLE GUIDE - Full Page Advert.

WEB BANNER - Web Banner for 12 months.

COMMUNITY SUPPORTER PACKAGE

£250 - UNLIMITED

Our higher-level community involvement sponsorships are designed to maximise your impact over the Sparkle Weekend, with a combination of Sparkle Guide Advertising and a Park Banner.

TSHIRTS- 2 Sparkle Tshirts for your Venue.

SPARKLE GUIDE - Half Page Advert.

WEB BANNER - Web Banner for 12 months.





VILLAGE SPONSORSHIPS

It's not surprising that the Sparkle Weekend takes place in the heart of Manchester's Gay Village each year, the area has been fundamental in influencing society's perspective of the LGB and T communities, and has been instrumental in altering biased and narrow-minded attitudes. Through rain and shine, the businesses in and around the Gay Village have been there for us every step of the way, and our gratitude is endless.

It's because of you that the Sparkle Weekend is now in its thirteenth year, and it's because of your constant encouragement, warm welcome and generosity that the world's largest free trans celebration now attracts over 12,000 visitors.

Our community is intrinsic in advancing trans visibility and acceptance – and that's something worth celebrating!

The Sparkle Weekend simply cannot sparkle without your support, and there are a number of opportunities for your business, small or large, to help deliver this dynamic and evolving event next year.

Join with us in making our city and our Gay Village the primary destination for trans people, not only from across the UK, but also from across the globe, this July.

Other Sponsorship options are of course also open to applications by our Village Venues, please contact us if you need any information regarding the packages or to set up a meeting with one of the team.

VILLAGE SPONSORS

£300

Our higher level of village business involvement, We want to provide our Village Venues with support and commitment in the run up to this years event and over the Sparkle Weekend 2017.

For more exposure; Why not add a Community Sponsorship to maximise your impact over the Sparkle Weekend.

LOGO – Inclusion on Sparkle's Canal Side Banner.

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months

WINDOW DECALS - Window Graphics to show your support level to Sparkle Attendees.

POSTERS – Four A3 double-sided Sparkle Posters.

POSTERS – Four A4 double-sided Sparkle Posters.

FUNDRAISING BUCKETS - 2 Sparkle fundraising buckets

BUNTING – Five 10 metre lengths.

BALLOONS – Thirty individual Sparkle branded balloons (Helium not supplied).

LEAFLETS - You will receive 200 copies of the Sparkle

Leaflet for your Venue in the run up to Sparkle Weekend.

SPARKLE GUIDE - You will receive 100 copies of the Sparkle Guide for your Venue in the run up to Sparkle Weekend.

For 2017 you will have a dedicated Business Package Co-Ordinator who will be your single point of contact throughout the process.

VILLAGE SUPPORTERS

£150

Our secondary level of village business involvement. Showing your support for Sparkle is something our festival attendees really feel makes a difference, in our 2016 feedback people were 69% more likely to visit a supporting venue throughout the year.

For more exposure; Why not add a Community Sponsorship to maximise your impact over the Sparkle Weekend.

LOGO – Inclusion on Sparkle Sponsors page.

WINDOW DECALS - Window Graphics to show your support level to Sparkle Attendees.

POSTERS – Two A3 double-sided Sparkle Posters.

FUNDRAISING BUCKETS - 1 Sparkle fundraising bucket

BUNTING – Three 10 metre lengths.

BALLOONS – Fifteen individual Sparkle branded balloons (Helium not supplied).

LEAFLETS - You will receive 200 copies of the Sparkle

Leaflet for your Venue in the run up to Sparkle Weekend.

SPARKLE GUIDE - You will receive 50 copies of the Sparkle Guide for your Venue in the run up to Sparkle Weekend.

For 2017 you will have a dedicated Business Package Co-Ordinator who will be your single point of contact throughout the process.

VILLAGE HOTEL PARTNERS £200-£500

Sparkle feel we have room to support our Village Hotel Businesses in 2017 by actively involving you in the Village Business Packages, Sparkle is one of the main weekends in the Manchester LGBT Calendar, together we can work to raise your profile to the 12,000 extra people in the area over the Sparkle Weekend.

LISTING – Inclusion on Sparkle Accommodation page at www.sparkle.org.uk for 12 months.

LOGO – Inclusion on Sparkle Sponsors page at www.sparkle.org.uk for 12 months.

WINDOW DECAL - Window Graphics to show your support level to Sparkle Attendees.

POSTERS – Two A4 double-sided Sparkle Posters.

BUNTING – Three 10 metre lengths.

BALLOONS – Fifteen individual Sparkle branded balloons (Helium not supplied).

LEAFLETS - You will receive 250 copies of the Sparkle Leaflet for your Venue in the run up to Sparkle Weekend.

FOOD OUTLET PARTNERS £100-£250

For 2017 we want to get on board with the fantastic food venues across Manchester's Gay Village and in Central Manchester. We have a new section on our website to list those Food Outlets which are likely to appeal to our Sparkle Weekend attendees with over 12,000 extra people in central Manchester over Sparkle Weekend we know our Brand sells.

During 2016 post event feedback attendees were 83% more likely to purchase items and visit businesses if they have been seen supporting Sparkle Weekend.

LOGO – Inclusion on Sparkle "Where to Eat?" page at www.sparkle.org.uk for 6 months

POSTER - Two A4 double-sided Sparkle Posters.

LEAFLETS - You will receive 250 copies of the sparkle promotional leaflets in the run up to Sparkle Weekend.

SPARKLE GUIDE - 1/4 OR 1/2 page advert in the Sparkle Guide with 4000 copies in print and 9,500+ electronic downloads each year.





BUSINESS INVOLVEMENT

Sparkle – The National Transgender Charity welcomed over 12,000 visitors to the Sparkle Weekend in July of this year, and a crucial element of that welcome were the businesses who supply the keepsakes and the souvenirs of the weekend, the hospitality concessions which fuelled our celebrations, and the charities and grassroots organisations who find the Sparkle Weekend invaluable in identifying and assisting service users.

The Sparkle Weekend is for everyone, from trans and non-binary people to their families, friends and allies, people with disabilities and those from BAME backgrounds, younger gender variant people and their parents and carers, and the partner charities whose support has been instrumental in allowing the event to grow organically without losing its community focus.

We want to continue to work with and promote local and national LGBT-friendly companies, whilst engaging with wider audiences to involve carefully chosen forward-thinking businesses and larger organisations across the UK.

Now in its thirteenth year, our mission is to promote a positive public image of the Trans community within the UK and beyond. We believe that by continuing to deliver Sparkle – The National Transgender Celebration here in the UK, we facilitate a spirit of trans inclusion and acceptance within a quality festival-style event – and your business or organisation can be part of that.

MARKET STALLS

£100 SATURDAY

£85 SUNDAY

£170 WEEKEND

Sparkle in the Park is a free festival-style event in Sackville Gardens, in the centre of Manchester's Gay Village. The hub of the Sparkle Weekend, with live entertainment from local and national acts. New and improved hospitality concessions, including the Sparkle Lounge, and the annual and immensely popular Miss Sparkle, Miss Golden Sparkle and Mr Sparkle contests, Sparkle in the Park is at the heart of the action.

In previous years we have had organisations and businesses such as; Stonewall, Transliving, Mermaids, DWF, British Transport Police, Lloyds Bank, Greater Manchester Fire and Rescue and many more.

With over 8,000 attendees to the Sackville Gardens area each year we expect 2017 to be bigger than ever. Please note all of our stalls are outside on 3m by 3m pitches - Please provide a suitable gazebo in case of adverse weather.

STALL - One 3 metre x 3 metre outdoor stall.

TABLE - 6ft trestle table.

CHAIRS - 2 Folding chairs.

LISTING - In the Sparkle Weekend guide and online on our stalls page.



PARK BANNERS

PRINTED AND INSTALLED - 10ft by 3ft - £200
SPACE ONLY - 10ft by 3ft - £100

Sparkle in the Park is a free festival-style event in Sackville Gardens, in the centre of Manchester's Gay Village.

Our Park Banners are in key locations within the park and cover a range of businesses, corporate clients and local and nation LGBT and ally organisations.

Graphics must be provided at 150dpi and in JPG format.

For the Banner Space only option we require your banner to be onsite or delivered to us no later than 3rd July 2017 in order for us to check the size and allocate your banner location. Banners can be collected at the end of Sparkle 2017 on Sunday after 7pm or All day on Monday, any uncollected banners will be held for 28 days before being recycled.

FRONT OF STAGE BANNERS

PRINTED AND INSTALLED - 6ft 6 by 3ft 3 - £350

Sparkle in the Park is a free festival-style event in Sackville Gardens, in the centre of Manchester's Gay Village.

These Stage Banners are strictly limited, we have only 3 available. With full sightline to the stage we can offer you the highest level of exposure with these banners. When these banners are sold, we are unable to offer any more.

In 2016 we held premium locations for the following organisations: Lloyds Banking Group, Trans Masculine Support and Advice UK, Sequin Showstoppers and Transliving.

The hub of the Sparkle Weekend, with live entertainment from local and national acts, hospitality concessions, including the Sparkle Lounge, and the annual and immensely popular Miss Sparkle, Miss Golden Sparkle and Mr Sparkle contests, Sparkle in the Park is at the heart of the action.

Graphics must be provided at 150dpi and in JPG format.

WEB BANNERS

£150 UNTIL 31ST DEC '2017

With over 1.8million views to our website last year we are storming ahead with our expansion plans and inviting people to purchase our Web Banners. We have for the past 3 years provided this as a branding add on and have creating web links for many organisation such as:

GenderCare, The LGBT Foundation, LHRC Bolton, The Facial Team, TVChix, TMSA-UK among others.

All graphics need to be provided at 728px by 90px



At Asda we're proud to support Sparkle and the transgender community. That's why we promote a range of trans-inclusive policies and training across the business. We've also developed Asda's own trans-network to encourage the kind of peer-to-peer support that can be so vital. These initiatives are part of a real commitment to our trans colleagues, so naturally we were thrilled when Sparkle named us their first ever Transgender Employer of the Year.



asda.jobs

"I'm Ganaching my buns"

Diana GBBQ 2014

Village Bakers are proud to support

Sparkle

Come & meet us in the park for tasty treats
Sunday 1pm-4pm

BAKE IT | BRING IT | SHARE IT

FIND US ON /villagebakers
villagebakersmanchester@gmail.com

Village Bakers
LGBT Social Group

Supported by Winner
Designed by: kdownson1979uk@gmail.com

SPARKLE GUIDE ADVERTISING

WHAT IS THE SPARKLE GUIDE

The Sparkle Guide is our Annual Event Magazine, combining key Sparkle Weekend information, Interviews, Sponsorship Interviews, Artist 101's and advertising. We have over 4000 copies printed each year and over 12,000 downloads in 2016.

We hope that 2017 will be our biggest bumper edition on the Sparkle Guide yet! We even offer a premium design service for those of you who don't have the facilities to make an advert yourselves. Please contact us to discuss this option further. You can see above the type of advertisements we have had over the past year.

DESIGN SERVICE

£100 DOUBLE PAGE ADVERT

£75 FULL PAGE ADVERT

£50 HALF PAGE ADVERT

DOUBLE PAGE ADVERT

£300 WITH SUBMITTED GRAPHICS

£375 WITH DESIGN SERVICE

Graphic to be provided at 300dpi and 210mm height x 297 mm width.

FULL PAGE ADVERT

£200 WITH SUBMITTED GRAPHICS

£250 WITH DESIGN SERVICE

Graphic to be provided at 300dpi and 210mm height x 148 mm width.

HALF PAGE ADVERT

£125 WITH SUBMITTED GRAPHICS

£150 WITH DESIGN SERVICE

Graphic to be provided at 300dpi and 105mm height x 148 mm width.



Willow Tree Karate, run by Sensei Dean, a gay trans woman, has created a space that is inclusive of all gender and sexual identities, a place where people can truly be themselves and celebrate those aspects of who they are in an open manner.

Find out more on facebook:

 [willow.tree.karate](https://www.facebook.com/willow.tree.karate)

NEWCASTLE



Trans United FC is a Manchester based football group open to all Trans people regardless of footballing ability or experience.

Find the next training session on our facebook page:

 [transunitedFC](https://www.facebook.com/transunitedFC)

MANCHESTER



Marlin is Manchester's trans swimming group. It is open to all trans people and is free.

Sessions are the second Tuesday of every month in Levenshulme.

Find out all the details at:

www.marlin.org.uk

MANCHESTER

Pride
Sports
LGBT Sports and equity

Proud to be investing in sport for Trans people

Enjoy
your
sparkle!

DONATIONS AND SERVICES

WE ALWAYS WELCOME DONATIONS ACROSS A BROAD RANGE OF AREAS WITHIN THE CHARITY AND TO SUPPORT OUR CELEBRATION WEEKEND.

YOUTH ZONE DONATIONS

A record number of young gender variant people and their families and carers accessed the services in our Family Zone over the 2016 Sparkle Weekend. The team at Sparkle's aim is to provide a brighter future for trans children, and providing a secure space where they can be themselves is the foundation of that.

If you, your business or organisation is able to donate toys, games, soft play equipment or catering to the Sparkle Weekend Youth Zone, please contact us.

CORPORATE DONATIONS

Many elements must come together in order for the Sparkle board of trustees to deliver the Sparkle Weekend and related events; infrastructure, furniture, even catering for our fantastic team of volunteers. We really do rely on these types of donation to make the weekend happen. No matter how large or small we welcome all types of support.





GENERAL DONATIONS

Our team of volunteers works year-round to deliver dynamic and inclusive events, like the Sparkle Weekend and the Transgender Day of Remembrance memorial service, which are free to attend for the trans and non-binary community, their families, friends and allies.

Sparkle is a charity and relies on the goodwill and generosity of attendees, individuals and organisations to fund our work in challenging society's perceptions of what it is to be trans and building greater understanding.

We can also accept ringfenced donations for specific purposes, and we can provide you with details about how your donation is spent on request via The Board of Trustees to coincide with our annual report.

We can accept donations via Paypal and by Bank Transfer, for further details of how you can make a donation can be found on our website www.sparkle.org.uk.

Alternatively we can accept cheques; please send them to; Sparkle Charity, 83 Ducie Street, Manchester, M1 2JQ.

If you think your business or organisation can assist us in making 2017's largest free trans celebration the best yet, please contact us at sponsorship@sparkle.org.uk.

TRANSGENDER UNFUNDED ORGANISATIONS

For 2017 we want to provide space for local and national community groups and those organisations that may be under represented in our Transgender Communities.

We have a limited number of spaces for Grassroots Unfunded gender variant organisations. However these slots fill up very quickly, so please do not delay in contacting us. We have increased the availability of allocations by 80% for 2017.

In Previous years we have helped organisations become more visible by offering free stalls in the park and other services. You may recognise some of these organisations such as Mermaids, Trans Masculine Support and Advice UK, Spectrum, Buff, UniqueTG, Morf and Concord.

As a Charity; We are committed to increasing the visibility of youth groups and those from trans masculine, non binary and BAME communities

For more information please contact our sponsorship and business involvement co-ordinator via email sponsorship@sparkle.org.uk

MARKET STALLS

SATURDAY, SUNDAY AND FULL WEEKEND - FREE - Limited Availability
SATURDAY - Limited Availability within the Table Top Zone

WEB BANNERS

FREE until 31st Dec 2017

SPARKLE GUIDE

FREE 1/4 or 1/2 page advert



Sparkle

IT'S TIME

CALLING ALL TRANSGENDER ARTISTS

Are you a transgender music artist?
Have you ever performed live on stage before?
Or are you a karaoke star or sing at home in the bathroom?

Regardless of your experience
WE WANT TO HEAR FROM YOU!

SPARKLE MUSIC AWARDS
2017

**FOR MORE
INFORMATION
AND DETAILS
OF HOW
TO ENTER
PLEASE VISIT
WWW.SPARKLE.ORG.UK
OR EMAIL
TALENT@SPARKLE.ORG.UK
WITH
MUSIC AWARDS
AS THE SUBJECT**





Sparkle The National Transgender Charity
83 Ducie Street
Manchester
M1 2JQ

info@sparkle.org.uk

www.sparkle.org.uk