



SPONSORSHIP PROPOSAL

The largest LGBTQ+ cycling group in the UK (allies welcome)

Deadline: 30 April 2021

£50,000
Fundraising
Target



The Problem

A study by the National LGB&T Partnership in 2016 found that:

- 55% of LGBTQ+ men were not active enough to maintain good health compared to 33% of men in the general population
- 56% of LGBTQ+ women compared to 33% of women in the general population
- 64% of LGBTQ+ people who identified as something other than male or female (e.g. gender-fluid or gender-queer).



The Solution

PRiDE OUT is the largest cycling network of its kind in the UK and uniquely placed to serve the country's estimated 7-10 million LGBTQ+ population.

To help us to achieve our goal of getting many more LGBTQ+ people (and allies) active on group bike rides across the UK, we are currently seeking to raise £50,000 in sponsorship funds through logo placement on our kit, website and social media.

Current cycling jerseys



Our next group kit order will
be placed on 30 April 2021

PRiDE OUT kit in the real world





Since our launch in May 2019, we have built the largest grassroots LGBTQ+ cycling network across the UK.

PRiDE OUT is unique in terms of its inclusivity, social following and national reach.

To date, the majority of our events have been located in Greater Manchester and Merseyside. We have also hosted exploratory rides in Yorkshire and Edinburgh/Glasgow.



We are seeking to generate vital funds through sponsorship to realise our ambition of hosting many more LGBTQ+ (and allies) cycling events beyond North West England. Our aim is to launch inclusive bike rides in all the major towns and cities of the UK by March 2022.

All money raised will be carefully spent on travel costs, training new ride captains and creating marketing materials. We will also invest in event administration and continuing to grow our significant social media audience.

Benefits to you as a valuable sponsor

- Promotion to an LGBTQ+ audience, estimated to be 7-10 million, which has an annual expenditure of £6 billion
- Potential ongoing coverage in the media from large organisations which have significant social media, often millions of people
- Positive publicity from being associated with a cycling network which is motivating more LGBTQ+ people to be active; this community is nearly twice as likely to be inactive
- Access to a large and mostly untapped LGBTQ+ cycling market – 35–51% of people in the general population own or have access to a bike



A few of our goals for 2021 and beyond

- To date we've been featured by Gay Times, Sky Sports and BBC Radio (four times) – looking ahead, we aspire to continue being featured by high profile news outlets such as The Guardian and the BBC website
- An even bigger and brighter virtual Pride Ride in June 2021 – see Sky News' article from last year:
<https://www.skysports.com/more-sports/cycling/news/15264/12005058/our-pride-ride-cycling-community-invited-to-show-support-for-lgbt-initiative>
- We'll continue growing our social media audience – we're aiming to at least double our following in the next 12 months



Meet some of our 400+ registered cyclists ...



Virtual Pride Ride June 2020



Hundreds of people took part. Search for #OurPrideRide on Twitter and Instagram

Our open letter has CEO signatures from



The Diversity & Inclusion Problem In Cycling

<https://www.prideout.co.uk/the-diversity-problem-in-cycling>

Population & participation in cycling statistics

| | Population (millions) | Participation |
|--------------------------------|-----------------------|---|
| Males | 33 | - |
| Females | 33.8 | 75% less, compared to males |
| People with disabilities | 11 | About 60% less, compared to no disability |
| Ethnically diverse communities | 8 | 75% less (black & south Asian compared to white people) |
| LGBTQ+ | 7-10 (estimate) * | No data |

No official data exist because sexuality and gender identity has not previously been included in a census prior to 21 March 2022, when this is due to change

Out On The Fields conducted one of largest studies into homophobia in sport. They found 10–15% of those under 24 years old in the UK identify as LGBTQ+

Participation in cycling statistics obtained from <https://www.cyclinguk.org/statistics>



Challenges the LGBTQ+ community faces

Stonewall: 'Half of LGBT people (52 per cent) experienced depression in the last year.'

LGBT Foundation: 'Statistics consistently show that LGBT people are more at risk of feelings of loneliness or being socially isolated.'

UK Drug Policy Commission: 'Drug use among LGBT groups is higher than among their heterosexual counterparts, irrespective of gender or the different age distribution in the populations.'

<https://www.stonewall.org.uk/lgbt-britain-health>

<https://lgbt.foundation/news/how-isolation-leads-to-loneliness/317>

[https://www.ukdpc.org.uk/wp-content/uploads/Policy%20report%20-%20Drugs%20and%20diversity_%20LGBT%20groups%20\(policy%20briefing\).pdf](https://www.ukdpc.org.uk/wp-content/uploads/Policy%20report%20-%20Drugs%20and%20diversity_%20LGBT%20groups%20(policy%20briefing).pdf)



Why have safe LGBTQ+ spaces in cycling?

Pippa York calls for inclusion of LGBTQ community in sport

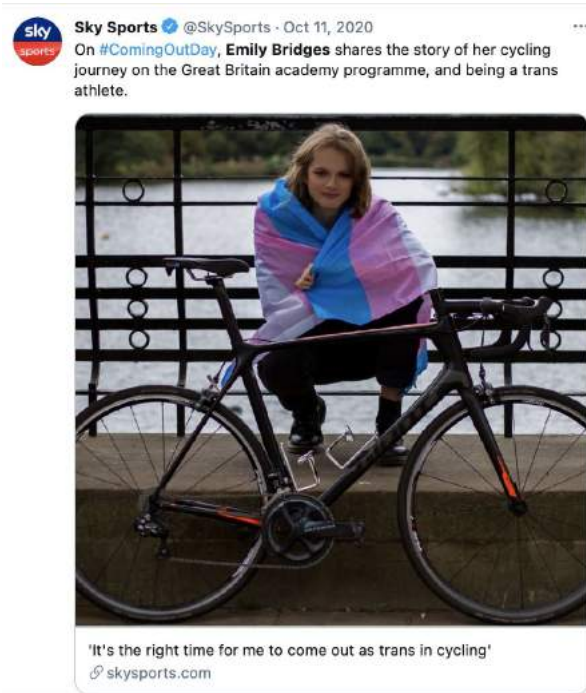
Former rider opens up about her personal experiences of being transgender



Philipa York has called for greater inclusion of the LGBTQ community in sport after admitting her 'career as a cyclist was way too complicated to start transitioning.'



'I want to be an example' Belgian cyclocrosser Justin Laevens come... Belgian pro cyclocrosser Justin Laevens says he hopes to be an example for other LGBTQ+ athletes who are 'still in their shell.' velonews.com



A really big thank you to everyone who wore rainbows for #OurPrideRide yesterday. 🏳️‍🌈 And to all the allies - I don't know if you realise how much it means to some of us, to be actively welcomed and told we belong here, after years of silence. Thank you. #PrideMonth

Website Traffic (Aug. 2020 – Feb. 2021)

| | Users | New Users | Sessions | Bounce Rate % | Avg Session Duration | Page Views | Pages / Session |
|----------|-------|-----------|----------|---------------|----------------------|------------|-----------------|
| Aug 2020 | 1,032 | 1,013 | 1,879 | 37.36 | 00:04:13 | 6,355 | 3.38 |
| Sep 2020 | 983 | 857 | 1,750 | 30.17 | 00:03:00 | 5,514 | 3.15 |
| Oct 2020 | 544 | 456 | 936 | 30.56 | 00:02:56 | 2,820 | 3:01 |
| Nov 2020 | 716 | 650 | 995 | 65.23 | 00:01:40 | 1,847 | 1.86 |
| Dec 2020 | 721 | 641 | 1,018 | 31.04 | 00:01:50 | 2,443 | 2.40 |
| Jan 2021 | 278 | 259 | 377 | 19.89 | 00:01:27 | 821 | 2.18 |
| Feb 2021 | 665 | 633 | 917 | 37.51 | 00:01:13 | 1,827 | 1.99 |
| AVERAGE | 705 | 644 | 1124 | 36 | 00:02:19 | 3089 | 2.49 |

= COVID-19 Lockdown Months



Social media following on 9 March 2021

| Facebook Page | Facebook Groups | Twitter | Instagram |
|---------------|-----------------|---------|-----------|
| 1,663 | 2,683 | 1,066 | 1,514 |

Social media reach

| Facebook Page Dec 2019 – Feb 2021 | Twitter May 2019 – Feb 2021 | Instagram May 2019 – Feb 2021 |
|--------------------------------------|--------------------------------|----------------------------------|
| 150,147 | 1,114,538 | 11,772 |

*Facebook = Page reach is the estimated number of people who saw any content which may include multiple views of posts by the same people

*Twitter = Tweet impressions



Facebook group statistics (March 2020–21)

| | Members | Posts | Comments | Reactions | Bike Rides |
|------------------------------|---------|-------|----------|-----------|------------|
| PRiDE OUT North West | 600 | 1,197 | 4,861 | 15,156 | 31 |
| PRiDE OUT South East | 584 | 303 | 866 | 3248 | 0 |
| PRiDE OUT Scotland | 429 | 250 | 535 | 1852 | 2 |
| PRiDE OUT Yorkshire & Humber | 255 | 252 | 496 | 1365 | 2 |
| PRiDE OUT South West | 232 | 173 | 222 | 698 | 0 |

Continued...



Facebook group statistics (March 2020–21)

| | Members | Posts | Comments | Reactions | Bike Rides |
|-------------------------|---------|-------|----------|-----------|------------|
| PRiDE OUT East Midlands | 174 | 312 | 915 | 1,903 | 0 |
| PRiDE OUT West Midlands | 157 | 179 | 309 | 836 | 0 |
| PRiDE OUT Anglia | 106 | 139 | 35 | 231 | 0 |
| PRiDE OUT Wales | 89 | 128 | 101 | 166 | 0 |
| PRiDE OUT North East | 45 | - | - | - | 0 |

| | | | | | |
|---------------------------------------|-------|-------|-------|--------|----|
| TOTALS (10 Facebook Groups) | 2,626 | 2,933 | 8,340 | 25,455 | 35 |
|---------------------------------------|-------|-------|-------|--------|----|



Helping us spread the word (and many more)



Media examples



British Cycling

Page · 239K like this · Sport & recreation



GAY TIMES

@gaytimesmag



25 Aug 2020 · ...different this year, we spoke to PRIDE OUT about why being an inclusive social network is so important and how LGBTQ+ visibility in cycling can help challenge issues like mental health and isolation
Sound ON · Introducing Pride Out | #ManchesterPride2020



How PRIDE OUT became a lifeline to LGBTQ+ people during lockdown

@PrideOutUK

@PrideSportsUK

#QueerHobbies #AD

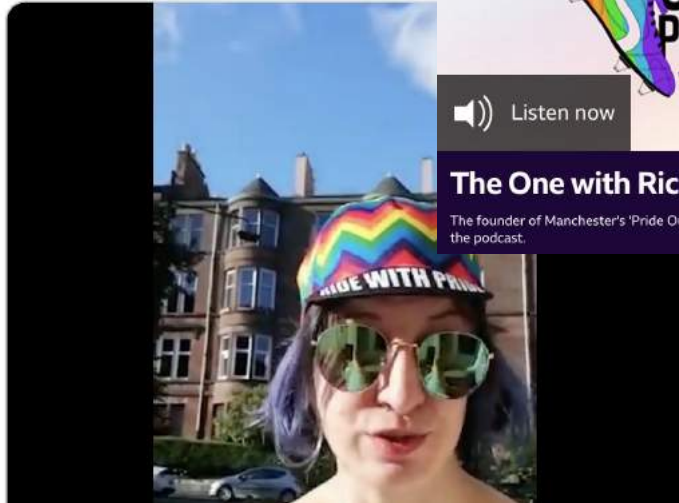


Listen now

The One with Richard Hearne

The founder of Manchester's 'Pride Out' inclusive cycling club joins the podcast.

13 February 2020
Available now



Sky Sports

@SkySports



Saturday's #OurPrideRide will bring the UK cycling community together amid a boom in the sport. Richard Hearne from inclusive club @PrideOutUK explains what the initiative is all about | @jonboy79 #RainbowLaces



Manchester Pride

76K like this · Cause

23 May 2020 · ...the founder of PRIDE OUT, the LGBTQ+ cycling group, to find out how they are keeping the wheels in motion during the COVID-19 crisis. Have a read here: <https://bit.ly/367CIWd>



Social following of organisations promoting PRiDE OUT in the media (articles/videos)

| | Facebook | Twitter | Instagram | TOTAL (MILLIONS) |
|-------------------------|------------|-----------|------------|------------------|
| Sky Sports | 12,000,000 | 5,500,000 | 6,800,000 | 24.3 |
| Gay Times | 1,433,000 | 826,000 | 809,000 | 3.06 |
| Global Cycling Network | 1,100,000 | 131,000 | 875,000 | 2.11 |
| British Cycling | 240,000 | 173,000 | 98,200 | 0.51 |
| Stonewall | 114,000 | 218,000 | 72,000 | 0.4 |
| Manchester Pride | 77,000 | 50,000 | 30,000 | 0.16 |
| Cycling UK | 32,000 | 59,000 | 10,000 | 0.1 |
| TOTAL (MILLIONS) | 15 | 7 | 8.7 | 30.6 |





Lycra Kit Sponsor Placement



Website & social sponsor placement

PRIDE OUT Home About Events Membership Shop More [Join](#) Log In




Register today and your first two bike rides are FREE


RiDE with PRiDE

PRIDE OUT is a friendly and inclusive cycling group for lesbian, gay, bisexual, transgender, intersex, queer (LGBTIQ)+ people and allies across the UK. Everyone is welcome regardless of age, gender identity, sexuality, ethnicity, bike or ability.

[JOIN](#)

Featured Upcoming Rides...

| Sold Out | Sold Out | Sold Out |
|--|--|--|
|  Manchester's Canals & Rivers Sat 02 Jan Manchester 👤👤👤 Registration Closed |  Rochdale Canal & Irwell Valley Sat 09 Jan Manchester 👤👤👤 Registration Closed |  Preston Guild Wheel Sat 16 Jan Preston 👤👤👤 +1 more Registration Closed |

A 

PRIDE OUT

A friendly, inclusive and multi-regional LGBTQ+ cycling group. #RideWithPride

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PRIDE OUT  
@PrideOutUK

Sponsorship packages for one year

Package A

- Logo on front, rear pocket and side panels of jersey plus one leg of bib shorts (seven positions – see position A on graphics)
- Logo and text paragraph on PRiDE OUT website home page (below featured events – www.prideout.co.uk)
- Logo on banner of PRiDE OUT's Facebook page, 10 Facebook groups & Twitter header
- Logo in PRiDE OUT website footer & link to your website

£25,000



Package B

- Logo on sleeve and rear pocket of jersey plus sacrum area of bib shorts (three positions – see position B on graphics)
- Logo in PRiDE OUT website footer & link to your website

£10,000



Package C

- Logo on top of shoulders and rear pocket of jersey (three positions – see position C on graphics)
- Logo in PRiDE OUT website footer & link to your website

£6,000

Sponsorship packages for one year

| | |
|---|--------|
| <p>Package D</p> <ul style="list-style-type: none">• Business logo visible on rear pocket of jersey (one position – see position D on graphic)• Logo in PRiDE OUT website footer with link to your website | £3,000 |
| <p>Package E</p> <ul style="list-style-type: none">• Business logo visible on rear pocket of jersey (one position – see position E on graphic)• Logo in PRiDE OUT website footer with link to your website | £3,000 |
| <p>Package F</p> <ul style="list-style-type: none">• Business logo visible on rear pocket of jersey (one position – see position F on graphic)• Logo in PRiDE OUT website footer with link to your website | £3,000 |



Some feedback we've received so far ...

Our guide was very welcoming and the coffee stop was a nice chance to get to know my fellow riders, everyone was lovely ... I absolutely recommend this group. Thank you for making me feel so welcome.

Georgia T

A friendly and inclusive LGBTQ+ cycling group - a great way to meet new friends and improve your fitness. Everyone is welcome 😊

Louise R

To be honest, I was nervous as a fairly new rider, but I really did not need to have any worries - the welcome was awesome. I have just lost my father and this was my first outing to build my social circle; this group is a perfect way to do it.

Andrew J

Really enjoyed cycling with PRiDE OUT. I've joined a couple of rides and has helped me meet up with other cyclists. The group has helped me rediscover what I enjoy about riding my bike, being more active and fitter.

Michael F



Some feedback we've received so far:

Welcoming and friendly group and easy for anyone to join in. The different rides cater for all abilities.

Robert S

I've done my first ride with this group and what an absolutely amazing experience. Such a friendly inclusive group for all ages, gender, cycling abilities.

Sandra C

If I can do it, so can anyone. Really pleased to hook up with this uber friendly LGBTQ+ group. Captain Richard has a vision to be inclusive and open about the different levels of ability.

Matthew H

Exactly what I wanted from a social riding group. Welcoming, friendly people and riding at a pace to suit everyone. Love the fact it's a mixed and diverse group and not just guys.

Zach B



**PRIDE
OUT**



Richard Hearne
Chairperson

Thank you

For more information or
to proceed, please email
hello@prideout.co.uk

www.prideout.co.uk