



YORK LGBT HISTORY MONTH: INFORMATION FOR SPONSORS

York LGBT History Month is a registered charity (1167397) which is run entirely by volunteers and depends on the generosity of local businesses, universities and organisations to carry out its work.

OUR CHARITABLE OBJECTIVES, AS SET OUT IN OUR CONSTITUTION, ARE AS FOLLOWS:

The promotion of equality, diversity and inclusion for the public benefit, in particular but not exclusively in York and the surrounding area, through:

1. the coordination of a diverse and broad programme of collaboratively-organised events during LGBT History Month (February);
2. the promotion of local LGBT history events outside of LGBT History Month;
3. ongoing engagement with and support of LGBT History Month initiatives in schools.

In turn, we aim to:

- a. increase public awareness of LGBT identities and the accessibility of narratives that showcase them;
- b. broaden public understanding of the complex nature of gender, sex, and romantic and sexual orientation;
- c. counter normative assumptions with regard to gender, sex, and romantic and sexual orientation;
- d. celebrate the individual and collective historical achievements of LGBT people.

WE INCUR THE FOLLOWING EXPENSES EVERY YEAR:

- **Approx. £600 printing:** We distribute 2,000 programme booklets and an equivalent number of flyers around York in libraries, cafés, universities and community spaces. These booklets are crucial for making our free events accessible to people outside of York's LGBT community and outside of the middle-class city centre “bubble”: attendees who come from areas such as Acomb and Copmanthorpe universally cite the programme booklets as how they found out about our events.
- **£450 design fees:** We employ a local professional designer to make our programmes and flyers eye-catching, attracting more people and giving the month a festival feel.
- **£185 venue hire:** Our most popular events last year were our day of free public talks at York Explore Library, showcasing hidden stories from LGBT history, and our closing celebration with local musicians and spoken word performers at The Basement. Holding these events in city-centre venues which advertise events on their websites helped us to increase footfall, but both charge hire fees.
- **£105 BSL interpretation:** At a minimum, we hire an interpreter for our launch night to make this accessible.
- **£50 Rainbow Plaques expenses:** Our eye-catching temporary [rainbow plaques](#) mark places that are significant to LGBT history around the city and get great social media attention!

WITH MORE MONEY, WE CAN DO MORE:

- In 2015 we organised a free playwork session for parents and toddlers at Acomb Explore Library on the theme of celebrating difference. This was attended by 30 families, and received very positive feedback.
- In 2017 we supported the award-winning Behind The Lines Theatre to bring their new show, 'Deep In The Heart Of Me', to York.
- With more funding, we could offer BSL interpretation on request for more events, such as our day of free public talks.

ALL SPONSORS WHO CONTRIBUTE OVER £100 TO OUR CHARITY RECEIVE THE FOLLOWING:

- **Logo inclusion in our programmes and on our flyers:** 4,000 copies, visible throughout York.
- **Logo and link featured on our website:** in January-February 2017 this received nearly 4,000 hits.
- **Thanks on social media:** in February 2017 alone we reached over 50,000 people through our Facebook and Twitter accounts.
- **Your own rainbow plaque:** we mark the locations of all our sponsors with a temporary rainbow plaque, so that everyone who walks past knows that you support the local LGBT community.
- **Opportunity to present at our launch night:** this is attended by around 80 local activists, politicians and civic dignitaries.
- **Opportunity to distribute publicity at events:** team members will take your leaflets or other publicity materials to all events, and you are welcome to display banners or bigger publicity items at our launch night and day of public talks.
- **Option to support a particular event:** If you choose to fund a specific event, this event will be listed as 'Supported by [your organisation]' in our programme and organisers will thank you publicly at the event.

IF YOU'D LIKE TO DISCUSS SPONSORSHIP, PLEASE CONTACT US:

- **Email:** info@yorklgbthistory.org.uk
- **Website:** yorklgbthistory.org.uk
- **Phone:** Kit Heyam (Assistant Coordinator) 07504 690246
- **Twitter/Facebook:** @yorklgbthistory

THANK YOU FOR READING. WE HOPE YOU'LL CONSIDER SUPPORTING OUR CHARITY.