

1. Position 2015 as the 25th Year of events celebrating LGBT life in Manchester



DATS' Objectives

2. Reposition the Big Weekend and Pride Fringe under the new umbrella of The Manchester Pride Festival

3. Communicate the new annual schedule of events — Superbia

900 PIECES OF COVERAGE INCREASE OF OVER 50% YOY

316 PIECES OF COVERAGE IN AUGUST ALONE ON AVERAGE 10 PIECES PER DAY

SIR IAN MCKELLEN ON THE BBC BREAKFAST SOFA

FEATURE ON **BBC 2** SUNDAY MORNING LIVE

Our results

TRENDING ON THE HOMEPAGE OF **BUZZFEED**

LISTED AS A TOP BANK HOLIDAY WEEKEND EVENT BY METRO, TELEGRAPH TRAVEL, THE GUARDIAN, ITV GOOD MORNING BRITAIN AND **INSTYLE**

BIG WEEKEND COVERAGE IN ALL MAJOR RED TOPS: THE SUN, DAILY STAR, SUNDAY MIRROR, DAILY EXPRESS

£146,000 RAISED UP BY 270% YOY AND THE BIGGEST CHARITABLE DONATION BY MANCHESTER PRIDE EVER

3,000 PARADE PARTICIPANTS

173,627 SITE VISITS OVER THE BIG WEEKEND AN INCREASE OF OVER **39,000 FROM 2014**

£22,000 RAISED AT THE SPRING BENEFIT ALONE UP BY **244% YOY**

What does this really mean?

ATTENDANCE FROM **11 INTERNATIONAL JOURNALISTS** PROPELLING THE FESTIVAL GLOBALLY

35 LGBT COMMUNITY GROUPS FUNDED IN GREATER MANCHESTER

MICROSITE BUILT FOR THE BIG WEEKEND

DANCING POLICE WOMAN PARADE VIDEO WENT VIRAL AROUND THE GLOBE

GREAT INTEREST FROM NATIONAL PRESS FOR **ARTIST INTERVIEWS & MEDIA ACCREDITATION**

Client comments:

Mark Fletcher, CEO: "Our fundraising efforts this year have exceeded our expectations. Commercially the organisation over performed on the majority of our income revenue stream targets and we are very pleased with the overall outcomes of the year."

TOTAL AMOUNT RAISED **£146,000**

Best bits



Media feedback:

Scott Sammons, The Gay UK: "The reminders of our past, the celebration of our achievements and the hope for our future all wrapped up in one event. All you have to do is look around at how everyone interacts and how the businesses operate and you get such a sense of community in the air. I've been to many different prides over the last 10 years or so including some of those in Europe and I would gladly place Manchester Pride up there amongst the best."

