



Chester Pride

Box 7, Unity Centre
Cuppin Street
Chester
CH1 2BN

Registered Charity No: 1161379

To Whom it May Concern,

RE: Chester Pride 2019

Chester Pride is a free to attend annual celebration of the LGBT+ community in Chester and the wider area. Last year around 15,000 people attended our event. We are delighted to announce that Chester Pride will be returning for its 7th year, this year taking place on Saturday August 10th. We're returning to our usual venue of Castle Square car park, just by Crown Court, Chester Castle and Chester Military Museum. The event will run from 1:00pm, until 7:00pm, with our usual parade through the city center taking place beforehand, from 12:00pm until 1:00pm.

We're writing to you because you are along our parade route for 2019, and we wanted to warn you of how this might affect you, and to invite you to get involved with Chester Pride 2019. Last year we had around 3,000 take part in our parade, and tens of thousands watching. It's a key part of our event and a wonderful, fun, creative way for the city to celebrate its diversity, and generate added footfall to the retail district.

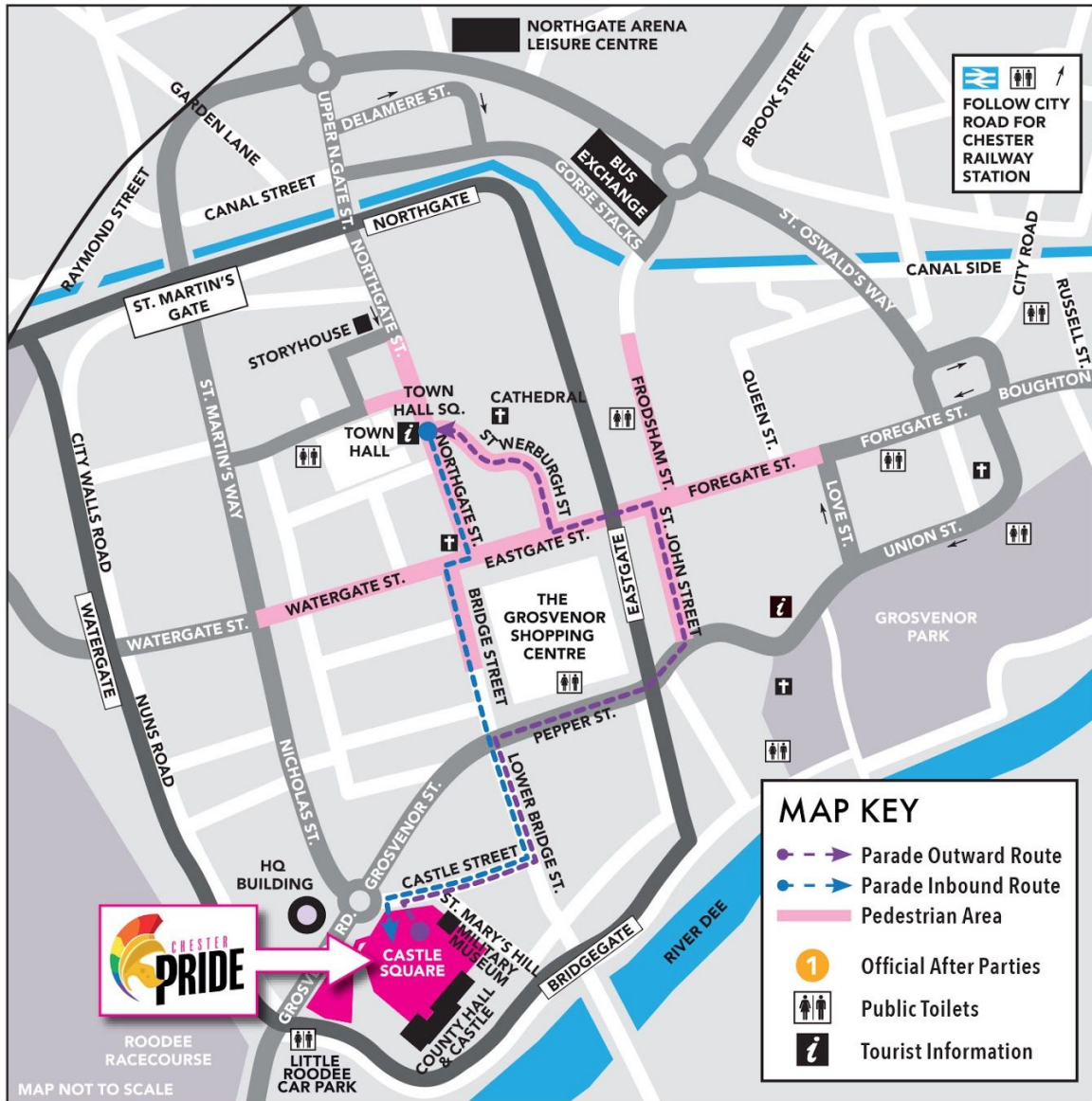
The Parade Route

This year the route is a bit different, and slightly longer. This route has been chosen in agreement with Cheshire Constabulary and Cheshire West and Chester Council in order to provide the safest route for the large number of participants that we expect. A map of the route is below, but the route is as follows:

Castle St. (Start point) → Lower Bridge St. → Pepper St. → St. John St. → Eastgate St. → St. Werburgh St. → Northgate St. → The Cross. → Bridge St. → Lower Bridge St. → Castle St. (End point)

CHESTER PRIDE PARADE ROUTE 2019

PARADE STARTS AT 12PM FROM CASTLE SQUARE



Road Closures

In order for the parade to proceed safely, the following road closures will be in effect:

- **Lower Bridge Street** (from junction with Duke Street) - 11:30am to 1:30pm, including parking suspension

- **Pepper Street** (from junction with Bridge Street to junction with Love Street) - from 11:30am to 1:30pm
- **Bridge Street** - 11:30am to 1:30pm, including parking suspension
- **Castle Street** - Closed from the Roundabout to junction with St Mary's Hill 10:30am - 7:30pm. Access from Bridge Street closed 10:30am - 7:30pm except resident and event access only. One-Way temporarily suspended.
- The pedestrianised areas of the city centre will be closed to all traffic, including access, from 11:30am to 1:30pm, including parking suspensions.

Diversions will be in place to guide all drivers around the restrictions.

Get Involved

The parade, and the Chester Pride event, is a great opportunity to get involved with one of Chester's biggest and most positive free events. Plus it can show to everyone involved that yours is a business that supports the LGBT+ community. We'd love to have you involved, and you can do that in a few ways:

- **Window Dressing** - Every year several businesses decorate their windows with rainbows, positive messages, and posters, that show their support for the LGBT+ community. If you decorate your windows or business, send a pic to us via social media (links below) and we will share it. If you're in need of decorations you can order some through us using the form attached to this letter. All money we raise from these sales will go back into our charity work supporting the LGBT+ community.
- **Be in the Parade** - The parade is a great chance to show your support and celebrate. It's free to enter, and can be a great opportunity to get your brand in front of thousands of people. To enter, or for more information, contact our Parade Coordinator at parade@chesterpride.co.uk
Parade Entry Deadline: Sunday 4th August
- **Sponsorship** - We work with a range of businesses and organisations throughout the year. Through their sponsorship they get exposure, but also help fund the Chester Pride event, and our charitable work supporting the LGBT+ community. It's not just about sponsorship, however, we also build close relationships with our sponsors and help them better embed diversity and inclusivity in their organisations, and better serve their LGBT+ customers and employees. We have a range of packages to suit all budgets, so please get in touch to find out more.

For more information on any of the above, please get in touch using the details below.

Contact Us

E-Mail: info@chesterpride.co.uk

Telephone: 07718066684

Website: www.chesterpride.co.uk

Facebook: [Chester Pride UK](https://www.facebook.com/ChesterPrideUK)

Twitter: [@ChesterPride](https://twitter.com/ChesterPride)

Instagram: [@chester_pride_official](https://www.instagram.com/chester_pride_official)

Thank you for your time, and we hope you celebrate with us on August 10th.

Kind Regards,

A handwritten signature in black ink, appearing to read 'Richard Euston', with a stylized flourish at the end.

Richard Euston, Vice-Chair

On behalf of The Chester Pride Committee





Chester Pride 2019 Decorations Order Form

Chester Pride are happy to provide decorations for your business if you want to show your support for the LGBT+ community. Simply put in the quantity of each decoration that you would like, and we will deliver it all to you in advance of the event. Order forms can be posted or emailed using the details at the bottom of the form. Once your window is decorated, send us a picture on social media and we will be happy to share it!



Orders must be placed by Friday 19th July 2019

Delivery of Goods by Thursday 1st August 2019

Item	Price (inc. VAT)	Quantity
Rainbow Flag (3ft x 5ft) 	£10 Or 2 for £15	
Trans Pride Flag (3ft x 5ft) 	£10 Or 2 for £15	
Rainbow Bunting 	20m - £20	
	5m - £10	
Supporter's Poster (artwork not finalised) 	A3 - £14	
	A2 - £18	
	A1 - £20	
	A0 - £25	

Business Name	
Business Address	
Contact Name	
Contact Email Address (for order confirmation and receipts)	

Please tick your preferred payment method:

<input type="checkbox"/>	Card (we will send you a link to a secure online payment system)
<input type="checkbox"/>	Invoice (Payable by BACS or cash deposit over the counter)
<input type="checkbox"/>	Cheque (Must be enclosed at point of order. Cheques payable to Chester Pride)

Orders to be sent to: info@chesterpride.co.uk or Chester Pride, Box 7, Unity Centre, Cuppin Street, Chester, CH1 2BN