

Ethical Sponsorship Guidance for Reading Pride

Last reviewed 2 December 2024

Introduction

Reading Pride is committed to fostering a positive, inclusive, and diverse community. As such, we are dedicated to ensuring that our sponsors align with our core values and mission. This policy outlines the ethical guidelines for sponsorships and partnerships.

Core Values and Mission

To promote equality and diversity, advance education and eliminate discrimination particularly in relation to the Lesbian, Gay, Bisexual, Transgender and associated communities (collectively known as 'LGBTQ+'), in particular but not exclusively within Reading and The Thames Valley for the benefit of the public by raising awareness of issues affecting said communities, in particular by promoting and staging an annual festival and making grants and/or donations to other charitable and voluntary organisations with the object of developing an environment in favour of LGBTQ+ equality.

To provide information, advice and support to the LGBTQ+ community and others in order to promote the well-being of said communities and with the objective of developing an environment in favour of LGBTQ+ equality.

Sponsorship Guidelines

Reading Pride Trustees have reserved the right to select our sponsor partners. Each sponsorship agreement is reviewed by Trustees who look at:

- The progressiveness of the organisation
- Their motivations for supporting Reading Pride
- How their aims align with the aims of core values of Reading Pride

This includes background research into the organisations as well as speaking with LGBTQ+ representatives within the organisation.

In deciding whether to receive the support of a sponsor, the main criteria we use is that they demonstrate support for the values of Reading Pride, in particular with regard to inclusiveness and allyship for LGBTQ+ rights and support of the local LGBTQ+ community.

Potential sponsors can evidence this in a number of ways, for example public policy statements, the presence of a company LGBTQ+ network (Employee Resource group), support for other LGBTQ+ causes or pro-equality campaigning.

Ethical Conduct:

- Sponsors must conduct business ethically and responsibly.
- Sponsors should avoid practices that harm the environment or exploit workers.
- Sponsors must respect the rights of all individuals, including LGBTQ+ individuals
- Sponsors should avoid activities or products that promote discrimination, hate speech, or harmful stereotypes.
- Sponsors must adhere to all relevant laws and regulations.
- Sponsors may not use Reading Pride's name or logo in a way that misrepresents or damages our reputation.
- Sponsors must avoid making any claims about their products or services that are false or misleading.
- Sponsors should not be engaged in activities where main products are restricted by law based on age (such as tobacco and gambling brands)
- Sponsors should not be engaged in areas where main products are weapons.

Community Impact:

- Sponsors are encouraged to support local businesses and community organisations.
- Sponsors may be asked to participate in community outreach and volunteer activities.

Conflict of Interest:

- Sponsors must disclose any potential conflicts of interest.
- Committee members must disclose any conflicts of interest.
- Sponsors must avoid activities that could compromise the integrity of Reading Pride.

Reading Pride will seek to provide our sponsors with a mix of:

- **Promotion** – via our website and social media channels
- **Information** – via updates from our charity.
- **Events** – invites to important events (such as the Trans Day of Remembrance and other marked days)
- **Networking and education** – opportunities for networking events pre pride and during the year, alongside opportunities for presentations and discussions within companies

Review and Enforcement

Reading Pride reserves the right to review and update this guidance at any time. We will monitor our sponsors' activities to ensure compliance with these guidelines. In the event of a violation, Reading Pride may take appropriate action, including termination of the sponsorship agreement.

By adhering to these ethical guidelines, sponsors can help ensure that Reading Pride remains a positive and inclusive event for all.