



PRIDE WORLD MEDIA

# Pride World Radio WORLD AIDS DAY

## Friday 1st December



Pride World Radio  
World Aids Day  
Broadcast

be part of our  
special broadcast



**Pride World Radio invites you to support a day of live broadcast on Friday 1st December as we commemorate World AIDS Day.**

Throughout the day we'll be raising awareness of HIV/AIDS, offering advice, support and information and raising money for North East HIV charity, thRiVe NE, an independent community group set up to support those who are living with HIV as well as their families and partners affected by it.

**This is your opportunity to show your support and promote your organisation to a world-wide audience.**

## PRIDE WORLD RADIO

Pride World Radio is a global online LGBT+ radio station broadcasting to listeners across the North East, UK and overseas – in fact over 600,000 fantastic listeners tune in to our network from 106 countries.

We broadcast over four stations: Pride World Radio; Pride World Radio 80s; Pride World Radio 90s and Pride World Radio Now through our free app (over 28,000 downloads); website; Tune In; Apple TV and home internet devices including Amazon Echo.

Our programmes are a mix of live and pre-recorded shows and feature great music, lively chat and lots of listener interaction. We hold debates, welcome guest speakers, host outdoor broadcasts at international pride events and stream a range of health and well-being messages. Above all, we are a proud broadcaster who supports and works closely with our listeners and the wider community.

To commemorate World AIDS Day we are broadcasting a special day of programmes and we want you to get involved.



## PRIDE WORLD RADIO – WORLD AIDS DAY BROADCAST

Starting with our popular breakfast show at 8am, we'll be broadcasting throughout the day with a busy programme of shows including guest interviews with health experts and listeners who have first-hand experience of HIV/AIDS. We'll be discussing prevention, treatment and where to get advice and support. We'll also be remembering those who we've sadly lost to HIV/AIDS.

Your involvement will help us to fund our schedule and promote World AIDS Day awareness to a wider audience. You'll also be supporting North East HIV charity, tHrIVe with a much-needed donation.

A message from tHrIVe NE Chair, Drew Dalton:

*"tHrIVe's vision is to be a place where all people living with HIV and those affected by it in the North East of England can thrive and be free from stigma and discrimination."*

*At tHrIVe NE our aim is to support the development of people living with HIV to achieve their full potential in a safe and supportive environment. We believe passionately that people living with HIV in the North East of England need a space for advice, support, advocacy and opportunities to meet others. This is through an overall aim to reduce the personal difficulties around living with the virus and facing the stigma associated with it. We work with people who are living with HIV and those who are affected by it.*

*We meet up twice a month and provide a range of structured activities offering support and social events. The group meets on the first Monday of the month and on a chosen Saturday once a month. We are open to both people living with HIV and also their negative friends, family members and partners. We also engage with relevant local and national campaigns as well as offering educational support around HIV, act as a foodbank reference point and provide online support. We are a forward thinking, warm and friendly group, open to all aged 18 and onwards.*

*We are delighted to be partnering with Pride World Radio on this important broadcast"*

## WHAT IS WORLD AIDS DAY?

World AIDS Day is held on the 1st December each year and is an opportunity for people worldwide to unite in the fight against HIV, show their support for people living with and effected by HIV and to commemorate people who have died. World AIDS Day was the first ever global health day, held for the first time in 1988.

## WHY IS WORLD AIDS DAY IMPORTANT?

Over 100,000 people are living with HIV in the UK. Globally there are an estimated 34 million people who have the virus. Despite the virus only being identified in 1984, more than 35 million people have died of HIV or AIDS, making it one of the most destructive pandemics in history.

Today, scientific advances have been made in HIV treatment, there are laws to protect people living with HIV and we understand so much more about the condition. Despite this, each year in the UK around 6,000 people are diagnosed with HIV, people do not know the facts about how to protect themselves and others, and stigma and discrimination remain a reality for many people living with the condition.

World AIDS Day is important because it reminds the public and Government that HIV has not gone away – there is still a vital need to raise money, increase awareness, fight prejudice and improve education.

To show your support contact Peter Darrant - 07939 610947 or email [peter@prideworldmedia.com](mailto:peter@prideworldmedia.com)

## HERE'S YOUR OPPORTUNITY TO GET INVOLVED

Our campaign starts on Monday 20th November as we make our audience aware of our World AIDS Day broadcast. We'll be running promos twice-hourly leading up to Friday 1st December and then messages throughout the day.

As one of our valued supporters you'll be helping us to programme the day with great guest interviews and important messages which will really change lives.

### **OPTION 01: Pride World Radio World AIDS Day Supporter**

- Hourly mentions (264 in total) leading up to the day of broadcast - Pride World Radio World AIDS Day...  
...in association with YOUR COMPANY NAME HERE\*
- Five solo mentions on Friday 1st December – Thank you to YOUR COMPANY NAME HERE for supporting  
Pride World Radio World AIDS Day broadcast
- Presenter name checks
- Mentions on social media

\*will include up to four other companies

### **OPTION 02: Pride World Radio World AIDS Day Main Sponsor** (one sponsor)

- Mentions twice hourly (528 in total) leading up to the day of broadcast – Pride World Radio World AIDS Day  
sponsored by YOUR COMPANY NAME HERE...
- 15 Solo mentions on the day – Pride World Radio World Aids Day Broadcast sponsored by YOUR COMPANY  
NAME HERE
- Presenter name checks
- App sponsor – from Monday 20th November to Friday 1st December your company logo will appear on the  
front of our app. Every time the app is opened your logo will appear for 10 seconds.
- Logo inclusion on our Facebook and Twitter banners

The broadcast will also remain on our catch-up service for four weeks giving you even greater coverage.

## SHOW YOUR SUPPORT NOW

For every sponsorship opportunity taken we'll donate £100 to tHrIVe NE on your behalf.

**Pride World Radio World AIDS Day Supporter** only **£395**  
(includes donation)

**Pride World Radio World AIDS Day Main Sponsor** only **£995**  
(includes donation)

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# Pride World Radio

We speak daily to a world-wide community of 106 countries, that has more disposable income, less dependants and spends more on leisure, holidays, home furnishings, fashion, electronics, beauty and socialising.


















  
**600,000**  
 ONLINE LISTENERS

  
**30,000**  
 LISTENERS ON TUNEIN RADIO

  
**28,000**  
 APP DOWNLOADS

   
**15,000**  
 SOCIAL FOLLOWERS

And here's what we spend our money on:

<b>Dining Out</b>  £5.8bn	<b>Alcohol</b>  £6.6bn	<b>Fashion</b>  £5.7bn	<b>Electronics</b>  £3bn	<b>Home Furnishings</b>  £2.9bn
<b>Mobile Bills</b>  £1.8bn	<b>Takeaways</b>  £1.8bn	<b>Toiletries / Skincare</b>  £2.13bn	<b>Film, Music, Books</b>  £3.9bn	<b>Hairdressing</b>  £2.4bn
<b>Concert Tickets</b>  £1bn	<b>Alternative Health</b>  £486m	<b>Travel &amp; Leisure</b>  £4.7bn (£47m on honeymoons)	<b>Cinema, Theatre &amp; Art Galleries</b>  54% once a month	<b>Pubs, Clubs &amp; Restaurants</b>  75% Regular visits

\*Sources include: Stonewall, Gov.UK & Out Now 2008 Millivres Gay Market Study

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