



ORLOCK

HOUSE

THE HOME OF INCLUSIVITY

Founded by Jack Horlock, a Cultural Ambassador of Diversity and Inclusion and a sincere and steadfast champion of the LGBTQ+ community, Jack's knowledge and vision has helped create some of the most impactful partnerships to date in this space.

As one of the founding members of the Brighton & Hove Pride Partnerships team, Jack has worked with one of the UK's biggest Pride for ten years, helping to shape their partnerships into what they are today. Global, meaningful and creating over £1.4 million in brand revenue which supports the Rainbow Fund Organisation.

Horlock House has worked with some of the world's biggest brands at Brighton & Hove including Yahoo, Coca-Cola, Costa Coffee, Tesco, Superdrug, L'Oréal, Revlon, BAT, Imperial Tobacco, Unilever, Southern Comfort, Molson Coors, Heineken, BMW, Domino's, Jean Paul Gaultier, PUIG, Piz Buin.

Beyond Brighton & Hove Pride, HH collaborates with Pride events across the UK and Europe securing brand partnerships and booking music acts.

This has led to an organically growing in-house talent department with HH representing those who actively support the community.

Alongside founding Horlock House, Jack's extensive experience led to his appointment into a new cultural brand partnerships leadership role at the UK's largest experiential agency N2O.

N2O is a natural ally for Pride events, having published an industry vision and influential policy White Paper on 'Standing Proud at Pride and Beyond' their ambition is to drive further partnership growth and advocacy in this domain.

If you are looking to collaborate and forge powerful partnerships within this space, Horlock House is ready to help you.





WINTER PRIDE

WINTER PRIDE

10 - 16 NOVEMBER 2025 | MASPALOMAS, GRAN CANARIA

Winter Pride is one of Europe's premier winter LGBTQ+ festivals, renowned for its unbeatable climate, electric atmosphere, and vibrant community spirit. Attracting attendees from around the world, this week-long celebration is a true destination event. With spectacular live shows, pool parties, exclusive excursions, a dazzling Pride Walk, Winter Carnival, and world-class drag performances, Winter Pride is more than just a festival — it's a global gathering of inclusivity, self-expression, and joy.

CONNECTING THE WORLD WITH PRIDE

As a key event on the LGBTQ+ travel calendar, Winter Pride draws a diverse international crowd, with visitors staying to immerse themselves in the full experience. The festival's global appeal presents a unique opportunity to engage travellers seeking both celebration and connection.

40,000

VISITORS TRAVELLING
FROM ABROAD

9 NIGHTS

AVERAGE STAY

50%

UK VISITORS



WE'RE REALLY SOCIAL



FOLLOWERS

37K

REACH

931,147

@WINTERPRIDEMASPALOMAS



FOLLOWERS

16.1K

REACH

333,623

@WINTERPRIDEMASPALOMAS



SUBSCRIBERS

1.02K

VIEWS

101,000

@WINTERPRIDEMASPALOMAS



SUBSCRIBERS

16.6K

NEWSLETTER CLICK RATE

44%

OFFICIAL MAILING LIST

WHAT WE CAN DELIVER



THE OFFICIAL WINTER PRIDE AIR TRAVEL PARTNER

Be recognised as the exclusive airline partner of Winter Pride, positioning your brand at the heart of this global celebration.

HIGH IMPACT VISIBILITY

As a headline sponsor, your brand will be everywhere – on our social media, website, email campaigns, printed banners, LED screens, and more. Winter Pride will actively promote your involvement across all platforms.

BRAND INTEGRATION

Gain full use of the official Winter Pride logo for your own marketing campaigns, aligning your brand with inclusivity, celebration, and travel.

VIP ACCESS & ENGAGEMENT OPPORTUNITIES

Receive a select number of VIP Skylounge and pool party tickets – perfect for raffles, competition giveaways, or rewarding loyal customers.

SUPPORTING THE WINTER PRIDE EXPERIENCE

Create your own unforgettable branded experience by hosting a “Winter Pride Flight,” complete with onboard entertainment from artists or DJs, making the journey as exciting as the destination.

THANKS

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