



MANCHESTER PRIDE BRAND ASSET ACQUISITION OPPORTUNITY

OPPORTUNITY OVERVIEW



Gordon Brothers is delighted to present the opportunity to acquire the brand-related assets of Manchester Pride Limited (in Liquidation) ("Company"), associated with one of the UK's largest and well-attended annual Pride events in Manchester. Assets include trade marks protecting the Manchester Pride & Mardi Gras brand names and associated domain names, enabling an acquirer the opportunity to host future Pride events under the Manchester Pride brand name, a culturally significant event that has taken place annually since 1985.*

This opportunity would be suited to a range of potential acquirers including: LGBTQIA+ sector organisations; charities and not-for-profits; nightlife and venue operators; event promoters; tourism and civic bodies; and entertainment groups aiming to expand into large-scale community events.

OPPORTUNITY HIGHLIGHTS



- Major UK Pride brand with extensive exposure across the UK and internationally
- Highly recognised brand associated with a 40-year track record of Pride events in Manchester, with recent years attracting circa 237,000 visitors to Manchester, highlighting the potential to generate substantial footfall*
- The brand is associated with a track record of an event known for securing national and international headline performers and significant economical impact for the local area, previously estimated at circa £105m
- Trade marks include protection across multiple goods and services including events and various classes of merchandise, offering significant revenue generation potential*
- Opportunity for brand re-positioning rebuilding stakeholder relationships under new leadership and governance

ASSETS AVAILABLE



- Trade marks protecting the Manchester Pride, Mardi Gras & Superbia brand names and logos in the UK in various Nice classes
- Manchesterpride.com & Superbia.org.uk domain names and website content
- Goodwill rights in various unregistered sub-brand names and event brand names, marketing slogans and
- Brand & marketing collateral, and key organisational knowledge
- Customer database in relation to historical ticket sales
- Social media accounts in respect of Manchester Pride and Superbia brand names

FURTHER INFORMATION

It is intended that a sale will be executed at the earliest opportunity, with offers to be received by no later than the stated deadline, supported by proof of funds.

Requests for further information and access to the data room should be addressed to Andrew Smith of Gordon Brothers, acting as agents on behalf of the Joint Liquidators of the Company.

*Subject to obtaining all necessary permissions, licences, and approvals from relevant authorities and stakeholders.

OFFER DEADLINE



It is intended that a sale will be executed at the earliest opportunity. All offers must be submitted to Andrew Smith of Gordon Brothers by no later than **12pm Friday 16th January 2026**.



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