



RAINBOW PARADE



PARTNERSHIP PROPOSAL



'INSPIRING CHANGE & UNITY'

The Auckland Rainbow Parade is a vibrant, must-see event on the rainbow calendar, proudly showcasing the unity and diversity of New Zealand's Rainbow Communities. As the successor to the Hero and Auckland Pride Parades, it has become one of the largest social and cultural celebrations for the Gay, Lesbian, Bisexual, Transgender, Takatāpui, Fa'afafine, Queer Intersex communities, as well as their friends, families, and allies.

In the 1990s, the Hero Parade celebrated the gay and lesbian community, improving Rainbow rights in New Zealand and raising HIV/AIDS awareness. In 2013, the Auckland Pride Parade returned as part of the Auckland Pride Festival and was relaunched after a brief hiatus in 2019 as the Auckland Rainbow Parade with a newly formed community group. Together with Rainbow Pride Auckland, we continue to unite and empower our diverse community.

WHY SHOULD YOU GET ON BOARD?

“Why do we still need a ‘Pride Parade’ in New Zealand now that the gays can marry?” For organisations, public sector and community groups registered and participated in Auckland’s previous Rainbow Parades, the feedback is overwhelming - there is still work to do. The realisation that this event is not ‘just for the gays’ is increasingly evident. This event is about equality, inclusion of gender identity and sexual orientation. It is also about the celebration and acceptance of grey areas and differences. Rights can never be taken for granted, and the Rainbow Parade contributes to changing hearts and minds. It’s the 21st century, and in Tamaki Makaurau, people are still attacked because of their gender identity and sexual orientation, their ‘grey area’ or difference. Our youth, who are trying to come to terms with their gender identity and sexual orientation within the Rainbow community, are sadly more likely to consider suicide – considerably more so. A large proportion of rainbow communities are still not ‘out’ in the workplace here in Auckland, for fear of retribution or lesser rights and access to career progression.

Auckland's Rainbow Parade can never claim to be all things to all people, but it will claim one thing - it provides a vehicle for visibility, for you and for our communities. The Rainbow Parade in New Zealand's largest city is an international beacon for hope of acceptance and love.

The Rainbow Parade is a family friendly celebration along Ponsonby Road. For those that attend, it might be the first or only place where they feel comfortable, authentic, and themselves.

Every year, the Rainbow Parade celebrates bringing families, colleagues, friends, and strangers together. Allies of the Rainbow community say, "I got you", reaching their hands out and telling us that they will walk this path together.

Are you an organisation – community, private or public sector, that wants to say, "We got you"? If yes, then you should get on board.

The Rainbow Parade is a welcoming space. The Rainbow Parade is evolution. The Rainbow Parade is love. The Rainbow Parade is empowering.

The Rainbow Parade is necessary.





Microsoft

2024 OUTREACH

While our key market is the LGBTTQI+ community, it is important to note the event is to be celebrated by all and is an opportunity for Auckland to come together as a single city to showcase its diverse nature.

- Auckland residents
- Ponsonby Road businesses
- Auckland Council and CCO's
- Regional visitors
- New Zealand general population
- Charities (Amnesty International, Body Positive, Positive Women, NZ AIDS Foundation, Queer Waikato)
- Rainbow Tick businesses
- Local community groups (cultural, activity, and location-based)
- Faith-based groups
- Corporate and Public Sector organisations
- Political parties

A media partnership with Mediaworks has been confirmed, which includes digital, radio and billboard opportunities to:

- Increase and promote throughout Auckland
- Increase and promote external to Auckland – Northland, Whangarei, Bay of Plenty, Hamilton, Tauranga, Hawkes Bay, Palmerston North, Whanganui, Wellington, Christchurch and Dunedin.
- Promote throughout the main urban centres
- Targeted distribution in smaller urban centres with established Rainbow communities
- Showcase Auckland as a welcoming and diverse place

YourEX magazine, New Zealand's nationwide LGBTQ+ publication – both print and online, as well as community media Lesbian News Aotearoa, GayTalk Tonight, Ponsonby News and other print and/or digital platforms, as well as securing mainstream media coverage.



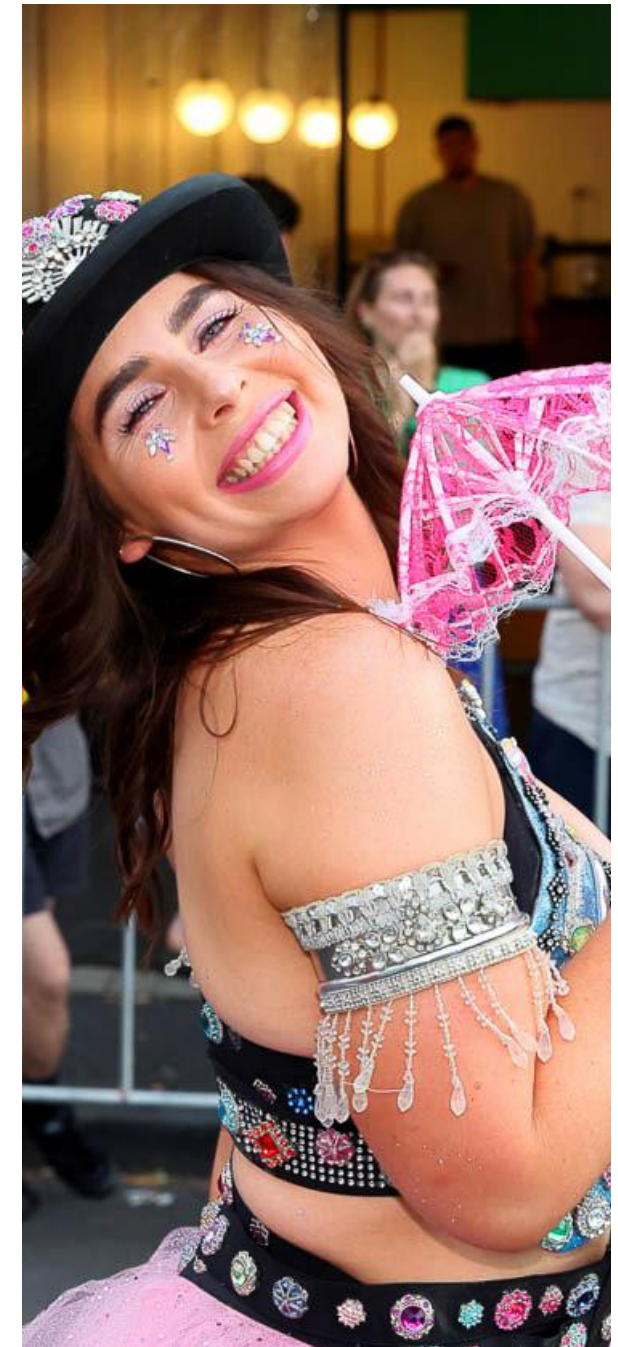


PARTNERSHIP PROPOSALS

The Auckland Rainbow Parade is a fantastic opportunity to change hearts and minds, connect, inspire and create new possibilities with the significant consumer segment of New Zealand's LGBTIQ+ and ally communities. As the Rainbow Parade has become such a significant summer event in society, the reach is even wider.

The Auckland Rainbow Parade reaches more consumers within New Zealand's Rainbow and ally communities than any other annual event, activity, promotion, or advertising campaign.

Grandstand Partner Package \$15,000 excl GST - 1 package available	Gold Partnership Package \$10,000 excl GST - 4 packages available
<p>Just a stone's throw away from the heart of Ponsonby is Western Park, one of Auckland's oldest parks and the home of the Rainbow Parade grandstands.</p> <p>Situated at the top of Western Park, the Rainbow Parade grandstand is the perfect location for a great opportunity to promote your business.</p> <p>With ticketed access only, our supporters can sit back, enjoy the parade in style and naturally save their heels! Proceeds from the sale of tickets support the ongoing costs of the parade and additional rainbow events throughout the year.</p> <p>Includes 2 grandstands (approx. 480 seats) and 4 swing arm pole banners located directly at the back of the grandstand to promote your logo.</p> <p>Complimentary grandstand tickets – (number to be confirmed)</p>	<ul style="list-style-type: none"> • Acknowledgement by MC throughout the event • Website Logo Placement - logo displayed under the partners section of the Rainbow Pride Auckland website • Acknowledgement in media interviews and press releases • Supporter's pre-parade event – tickets to the supporters function prior to the parade commencing (number to be confirmed) • Advertising - Include your brand in all print and digital advertising • Parade Entry Fee Waived • Auckland Rainbow Parade Logo Use - You have the right to use the Rainbow Pride Auckland logo in 2023/24 within Rainbow Pride marketing guidelines in your marketing materials



<p>Silver Partnership Package \$7,500 excl GST - 4 packages available</p>	<p>Progress Partnership Package \$1,000 excl GST per word - 5 packages available</p>
<ul style="list-style-type: none"> • Acknowledgement by MC throughout the event • Website Logo Placement - logo displayed under the partners section of the Rainbow Pride Auckland website • Supporter's pre-parade event – Four tickets to the supporters function prior to the parade commencing • Advertising - Your brand/logo included in all print and selected digital advertising • Parade Entry Fee Waived • Auckland Rainbow Parade Logo Use - You have the right to use the Rainbow Pride Auckland logo in 2023/24 within Rainbow Pride marketing guidelines in your marketing materials 	<p>The Progress Partner package has been created for businesses who wish to support one of five pillars of the parade - Unity, Inclusion, Diversity, Love or We Are One</p> <ul style="list-style-type: none"> • Acknowledgement by MC throughout the event • Website Logo Placement - logo displayed under the partners section of the Rainbow Pride Auckland website • Supporter's pre-parade event – 2 tickets to the supporters function prior to the parade commencing • Opportunity to be front and centre and lead the section within the parade • Parade Entry Fee 50% of total price - Join the party with access to join the Parade

<p>Rainbow Parade Volunteers \$5,000 excl GST</p>	<p>Rainbow Parade Supporters Function \$7,500 excl GST</p>
<p>Our volunteers are the backbone of the Rainbow Parade. They assist with all details of the parade including health & safety, parade check-in, handing our rainbow flags to marshals, and leading the route. Show your support for our volunteers during the parade and at the volunteer event.</p> <ul style="list-style-type: none"> • Acknowledgement by MC throughout the event • Business name included in the event title e.g. Rainbow Parade Supporters Function brought to you by (Your Business Name) • Brief speaking opportunity during the parade • Website Logo Placement - logo displayed under the partners section of the Rainbow Pride Auckland website • Supporter's pre-parade event – Four tickets to the supporters function prior to the parade commencing • Advertising - Your brand/logo included in all print and selected digital advertising • Parade Entry Fee 50% of total price - Join the party with access to join the Parade 	<p>Our volunteers are the backbone of the Rainbow Parade. They assist with all details of the parade including health & safety, parade check-in, handing our rainbow flags to marshals, and leading the route. Show your support for our volunteers during the parade and at the volunteer event.</p> <ul style="list-style-type: none"> • Acknowledgement by MC throughout the event • Business name included in the event title e.g. Rainbow Parade Supporters Function brought to you by (Your Business Name) • Brief speaking opportunity during the parade • Website Logo Placement - logo displayed under the partners section of the Rainbow Pride Auckland website • Supporter's pre-parade event – Four tickets to the supporters function prior to the parade commencing • Advertising - Your brand/logo included in all print and selected digital advertising • Parade Entry Fee 50% of total price - Join the party with access to join the Parade



Bespoke Partnership package
TBC

- Create your own partnership package, depending on your investment

Keen to take advantage and become a parade partner?

Contact Shaughan Woodcock, 021 744 138 or by emailing parade@rainbowpride.org.nz

HIGHLIGHTS FROM 2023



<https://youtu.be/aanDkRIYFUu>



2023 SOCIAL MEDIA INSIGHTS

Reach

Facebook reach [ⓘ]

37,182 ↑ 570.3%



Instagram reach [ⓘ]

48,620 ↑ 1.7K%



Page and profile visits

Facebook visits [ⓘ]

5,236 ↑ 1.3K%



Instagram profile visits [ⓘ]

3,629 ↑ 1.1K%



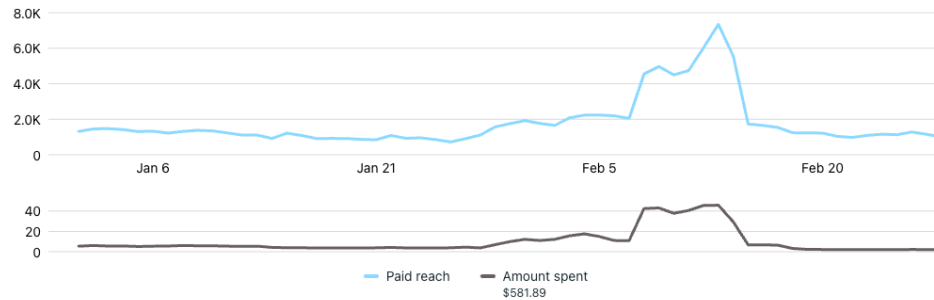
Ad trends

Paid reach [ⓘ]

29,493 ↑ 1.4K%

Paid impressions [ⓘ]

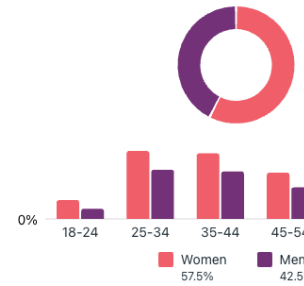
132,230 ↑ 2.7K%



Facebook followers [ⓘ]

5,067

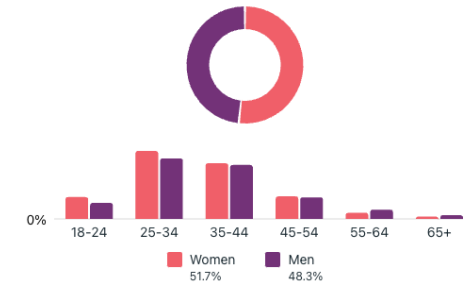
Age & gender [ⓘ]



Instagram followers [ⓘ]

2,598

Age & gender [ⓘ]





PRIDE

TOWER

room

Marlow

58

No 30 Speed limit