

**A FESTIVAL  
IN A SMALL  
TOWN WITH A  
BOLD HEART**

HYDRODOL<sup>®</sup> PRESENTS

**WINTER**

**PRIDE** '19

**30<sup>TH</sup> AUG /  
8<sup>TH</sup> SEPT**

## Festival Sponsorship Opportunities 2019



South Pacific Pride Ltd, T/A Winter Pride, Pride Pledge PO BOX 73, Queenstown, 9348, New Zealand

Contact Martin King, Festival Director, 021 559 607 or [martin@winterpride.co.nz](mailto:martin@winterpride.co.nz) [www.winterpride.co.nz](http://www.winterpride.co.nz) [www.pridepledge.co.nz](http://www.pridepledge.co.nz)

Winter Pride is the largest Winter Pride festival in the Southern Hemisphere, one of the largest Pride festivals in New Zealand, and now one of the largest Winter Prides in the world. 2018 was a record year for the festival following the brand change from Gay Ski Week QT to Winter Pride.

2018 had over 100% growth in attendance on 2017 with more than 3000 guests attending over 60 events over 8 days, 7 nights in Queenstown. In 2018 we introduced the new public event - Pride in the Park which enjoyed approx. 5000 attendees. Winter Pride estimates an economic impact to the region of approx. \$11,500,000 and growing. Winter Pride enjoyed a social media reach of more than 2 million impressions throughout the festival campaign plus radio, print, online, and TV media coverage giving exposure to the festival, Queenstown, and our partners.

Winter Pride is a social enterprise and is always looking for ways to partner with as broad and as inclusive a range of partners as possible, especially local partners within the Queenstown Lakes District.

As a small organisation with limited crew, we rely heavily on partners' financial contributions, and contributions in kind, to enable this exciting festival to happen every year.

### **What is the most common form of sponsorship?**

Community Level Sponsorship is the most common form of partnership. The opportunity has a basic sponsorship fee of \$550.00 plus GST which supports funding the festival, and gives you the following:

- your logo will be published on our website as a sponsor and our sponsor lock-ups where community sponsors are visible including festival map and schedule handout
- you have the ability (and we encourage you) to provide a promo code and an offer leading up to and during Winter Pride week as an 'Official Winter Pride Sponsor is 10 – 20% off deals for Winter Pride guests
- you will be provided with 'Official Winter Pride Sponsor' email logo, posters and collateral for Winter Pride week. You will be given access to Winter Pride brand assets as required
- An opportunity for social media and or EDM marketing with Winter Pride to promote your partnership with our festival and your product or promotional offer
- You will be on the Winter Pride preferred supplier list, whereby the festival actively supports sponsoring businesses and encourage guests and other sponsors likewise

<b>Industry-specific conditions and opportunities</b>		
<b>Accommodation:</b>	Any accommodation provider that chooses to become an 'Official Winter Pride Sponsor' will also:	pay a minimum 10% commission on all bookings provide a special Winter Pride promo code PRIDE19 for direct bookings provide Winter Pride guests with the best available daily rate for direct bookings
<b>Hospitality</b>	Any bar, restaurant, or café sponsor that chooses to become an 'Official Winter Pride Sponsor' will be:	included in the Food and Wine series preferred places to dine list invited to participate in the "Winter Pride Trust the Chef" week of events (set menu, set price, set specials for Winter Pride week) prioritised on the preferred supplier list for hosting events during Winter Pride
<b>Tourism</b>	Any tourism operator that chooses to become an 'Official Winter Pride Sponsor' will also	to pay a minimum 10% commission on all bookings provide a special Winter Pride promo code PRIDE19 for direct bookings provide Winter Pride guests with the best rate for direct bookings

### Other Sponsorship levels

Winter Pride has a diverse range of sponsorship opportunities, ranging from event naming, enabling and support sponsors, through to platinum naming sponsor. Your level of sponsorship depends on what works best for you.

If you are looking at sponsoring at above \$1,000 and up to \$12,000 per year, then let's talk about what opportunities there are. There really are a wide range of opportunities to be involved and find opportunities that align with your brand. The latest sponsorship table is outlined below, however there are customised solutions available as every brand, product and business is different.

Sponsorship Level	Community	Event Naming	Series Naming	Platinum Naming
<b>Value</b>	\$550	\$3,000 +	\$7,000	\$12,000 + (3 year term)
<b>Availability</b>	Unlimited	1 per event 10 + current events available	Volunteer Crew Event series: <ul style="list-style-type: none"> <li>• Pride Party</li> <li>• On-Mountain</li> <li>• Food and Wine</li> </ul>	Limited to 5

All Winter Pride Supporters are also Pride Pledge supporters, and general level support is included in your sponsorship.

Organisation size	General (automatic)	+ Silver	+ Gold
Small (0-5 employees)	Included in WP fee	\$45	\$100
Medium (6-30 employees)	Included in WP fee	\$55	\$155
Large (30+ employees)	Included in WP fee	\$200	\$300

This schedule reflects the standard sponsorship pricing for 2019. Existing sponsors may have negotiated alternative terms. Many sponsors also support the festival by negotiating "in-kind" sponsorship to a similar or greater dollar value than detailed above. Winter Pride and Pride Pledge are trademarks and are solely owned and administered by South Pacific Pride Ltd T/A Winter Pride, Pride Pledge.

### Additional and Other ways to get involved with Winter Pride in 2019:

- Charity Fundraising support (product, time, donations etc)
- Employee Engagement
- Brand or Product Activation
- Volunteering

### Who do I contact to partner with Winter Pride?

As a first point of contact, email Martin King, Festival Director, [martin@winterpride.co.nz](mailto:martin@winterpride.co.nz) or call 021 558 607

**Queenstown Pride Pledge '19**  
**Use your voice, get involved, show support.**

*What is the Queenstown Pride Pledge?*

The Queenstown Pride Pledge is a shared social commitment made by residents, business, organisations and visitors to promote and celebrate diversity, inclusion, tolerance and raise visibility of LGBTTTQ+ people in the Queenstown Lakes District. This will be shared on social media.

Mayor Jim Bolt has expressed his strong support for the initiative and made a public commitment to these values at the Winter Pride '18 ASB Pride in the Park event on Friday 7 September.

*How can I be a part of this?*

We encourage as many individuals and organisations to get as involved as possible. Sign up and sharing will be available online on [www.pridepledge.co.nz](http://www.pridepledge.co.nz)

Individuals can sign up and share for free. This is enabled by organisations and businesses generously contributing to the running costs of the campaign. That is where your support comes in. If you are an organisation or a business, there are three levels of support you can sign-up to:



Pride Pledge '19				Pride Pledge Event sponsorship 2019		
Sponsorship Level	General	Silver	Gold	EVENTS	Naming	Supporter
Small (0-5 employees)	\$80	\$125	\$180	Pride in the Park	\$10,000 (1 only)	\$2,500 (Max 4)
Medium (6-30 employees)	\$125	\$180	\$280	Pride Touch Tournament	\$5,000 (1 only)	\$2,000 (Max 4)
Large (30+ employees)	\$180	\$280	\$480	Roll out the Rainbow	\$5,000 (1 only)	\$2,000 (Max 4)

*Where does the money from pledge supporters go?*

The supporters fee helps contribute to raising visibility for the LGBTTTQ+ community during Winter Pride. All proceeds go towards making the Winter Pride festival viable and paying for administrative, marketing, venue and talent costs for Winter Pride, as well as supporting the growth of philanthropic and charity focused events during the festival including Diversity and Inclusion training and resource development.