

WINTER PRIDE[®] '22



FESTIVAL SPONSORSHIP

Winter Pride Overview:

- **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** along side **Aspen, Whistler, Europe, and Mammoth** attracting thousands of LGBTTQIA+ visitors to celebrate Pride in Winter over 10 days and more than 50 events.
- **The vision for Winter Pride** is to retain it's position as one of the world's premier Winter Pride festivals, and put Queenstown and the region (inc Wanaka) firmly on the global Rainbow Tourism map. Extending 'Pride' across the region remains a key step for 2022.
- **Pre-Covid 19, Winter Pride continue to experience year on year growth**, and with the opening of borders following Omicron in 2022, we anticipate continued strong demand from both Australian's and Kiwis to attend the festival.
- **Winter Pride is the jewel in the Crown of LGBT+ tourism in New Zealand.** Rainbow Tourism globally represent up to 15% of total tourism spend. Global research shows that Rainbow tourism spend up to 33% more than straight travellers, they stay longer, travel twice and much and are twice as likely to return to a destination they felt was inclusive. **Winter Pride is the largest destination Pride festival in New Zealand and one of the only Pride Festivals to occur outside of Summer in Australasia.**
- **Winter Pride is the perfect mix of 'commercial' and 'community'.** The return on investment for region and the local community for funding Winter Pride needs to be balanced against both the current, previous and future year's return to the district.
- **Winter Pride's approach is to 'share the love' across the district**, partnering with more than 100 businesses to bring the festival to life, which Winter Pride is supporting as a small part of the economic and community recovery plan. Local and regional businesses are 'invested' in this festival as part of their annual calendar.
- **Previous Winter Pride estimates suggested up to \$15million** economic impact to the region in 2019 and in 2020 even with COVID level 2 restrictions est \$3million with a domestic only audience. Winter Pride believes it can bounce back to previous levels of economic benefit in 2021 if the trans-tasman bubble opens and can continue to grow into the future as borders open more broadly.

Media Reach: Winter Pride enjoys a social media reach of more than 3 million impressions throughout the festival campaign plus radio, print, online, and TV media coverage giving exposure to the festival, Queenstown, and our partners. In 2020 the estimated **PR value of Media was \$300K alone**, even during COVID (separate report is available). Winter Pride also has the largest dedicated LGBT+ tourism database in New Zealand which we use for regular e-mail marketing and communication – this is 7,000 people.

Festival Ownership: Winter Pride is a social enterprise owned by South Pacific Pride Ltd, Director Martin King, and Michael Hughes. Winter Pride is and is always looking for ways to partner with as broad and as inclusive a range of partners as possible.

Sponsorship Opportunities: 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. Without community sponsorship the festival would not be possible.

In 2022 the festival is seeking sponsors from the Festival Naming sponsor, right down through to the important Community Sponsor. Festival Naming sponsorship is open for tender from \$35,000, and Community Sponsorship starts at \$550. Please see the table of sponsorship at the end of this document. A mix of cash and in-kind value is available, however in-kind is subject to negotiation depending on the product and brand. Activation opportunities depend on the organisation requirements, and additional costs may apply.



Pride Pledge: Pride Pledge is the values based arm of Winter Pride and is a values based commitment that all suppliers, partners, and sponsors have taken or are required to take to show their commitment to LGTTQIA+ inclusion. Pride Pledge also supports year round advocacy, support, training and collaboration along with other projects nationwide. Pride Pledge is the largest LGBT+ business network in New Zealand. www.pridepledge.co.nz



Festival Structure – The Perfect Mix of Commercial and Community

2022 dates Are: Friday 26 August – Sunday 4 September including the following:

- **10 Days of Roll-OUT -The Rainbow**
- **10 Days of Pride Party Events**, including our 3 'hero' events at *The Memorial Centre*
- **8 Days of On-Mountain Festival spread across the 4 mountain resorts in the region.**
- **8 Days of Official Apres Ski** – 5-7 pm each evening
- **A range of Off-Mountain Events** including The Famous Gibbston Valley Long Lunch and more
- **Community Events Including:** *Rainbow Story Time, Wakatipu High School Pride Week and more*
- **A wide range of activities** co-promoted with our tourism partners including Winter Pride ONSEN Hot Pools and more.

Winter Pride 2022 Sponsorship Table Overview



OVERALL FESTIVAL NAMING SPONSORSHIP	Above \$35,000	LIMITED TO 1	OPEN
Platinum Naming Sponsorship	\$15,000 - \$30,000	Limited to 5	OPEN
Series Naming Sponsorship	\$5,000 - \$10,000	<ul style="list-style-type: none"> • Pride Party Series • On-Mountain Series • Community Series • Off Mountain Series 	OPEN
Event Naming Sponsorship	\$2000 - \$3,500	1 Per event eg: <ul style="list-style-type: none"> • Opening Party • Boat Party • Leather and Lace • Final Party 	OPEN
Activations Partner Only	\$5,000 +	Limited to 5	OPEN
Community Level Sponsorship	\$550 - \$1,100 (depending on organisation size)	Unlimited	OPEN

This schedule reflects the standard sponsorship pricing for 2022. 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. All prices exclude GST.



