

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

HYDRODOL[®] PRESENTS

WINTER PRIDE '20

**28TH AUG -
6TH SEPT**

Festival Sponsorship Opportunities 2020



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 www.winterpride.co.nz 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. 2019 was a record year for the festival following the brand change from Gay Ski Week QT to Winter Pride in 2018.

2019 had over 30% growth in attendance on 2018 with an estimated 3500 - 4000 guests attending over 40 events over 10 days in Queenstown. In 2018 we introduced the new public event - ASB Pride in the Park which enjoyed approx. 5000 attendees and in 2019 topped 15,000 attending the event. Winter Pride estimates an economic impact to the region of approx. \$15,000,000 and growing. 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.

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. Without community sponsorship the festival would not be possible.

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 \$600.00 plus GST which supports funding the festival, and gives you:

- your logo published on our website as a sponsor and in our sponsor lock-ups where community sponsors are visible including festival map and schedule handout
- 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' – usually a 10 – 20% off deal for Winter Pride guests
- an 'Official Winter Pride Sponsor' email logo, stickers and collateral for Winter Pride week and access to Winter Pride digital 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
- inclusion on the Winter Pride preferred supplier list, whereby the festival actively supports sponsoring businesses and encourage guests and other sponsors likewise

Industry-specific conditions and opportunities		
Accommodation:	Any accommodation provider that chooses to become an 'Official Winter Pride Sponsor' will also:	Consider options to pay commission to Winter Pride on bookings provide a special Winter Pride promo code PRIDE20 for direct bookings provide Winter Pride guests with the best available daily rate for direct bookings
Hospitality	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 prioritised on the preferred supplier list for hosting events during Winter Pride
Tourism	Any tourism operator that chooses to become an 'Official Winter Pride Sponsor' will also	Consider options to pay commission to Winter Pride on bookings provide a special Winter Pride promo code PRIDE20 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 sponsors. Your level of sponsorship depends on what works best for you.

If you are looking at sponsoring at \$3,500 and up to \$15,000 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.

Winter Pride '20				
Sponsorship Level	Community	Event Naming	Series Naming	Platinum Naming
Value	\$600	\$3,500	\$5,000	\$15,000
Availability	Unlimited	1 per event	Volunteer Crew Event series: <ul style="list-style-type: none"> Pride Party On-Mountain Off-Mountain Pride Fringe Series 	Limited to 6 Passive naming: \$10,000 (no activations)
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	\$55	\$135	
Medium (6-30 employees)	Included in WP fee	\$80	\$185	
Large (30+ employees)	Included in WP fee	\$120	\$320	

This schedule reflects the standard sponsorship pricing for 2020. 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 2020:

- 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 or call 021 558 607

Pride Pledge

Use your voice, get involved, show support.

What is the Pride Pledge?

The 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 Boulton has expressed his strong support for the initiative and made a public commitment to these values at both the Winter Pride '18 and '19 ASB Pride in the Park events in front of thousands.

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

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 '20				Pride Pledge Event sponsorship 2020		
Sponsorship Level	General	Silver	Gold	EVENTS	Naming	Supporter
Small (0-5 employees)	\$85	\$140	\$220	Pride in the Park	\$10,000 (1 only)	\$3,500 (Max 4)
Medium (6-30 employees)	\$140	\$220	\$325	Roll out the Rainbow	\$5,000 (1 only)	\$2,500 (Max 4)
Large (30+ employees)	\$230	\$350	\$550			

Where does the money from pledge supporters go?

The supporters fee helps contribute to raising visibility for the LGBTTTQ+ community during Winter Pride and community-based events throughout the year.

At Winter Pride 2019, Pride Pledge supported Roll-Out The Rainbow, Rainbow Story Time, Wakatipu High School LGBT+ presentation, Transgender & Allies Cocktail Evening, and ASB Pride in the Park.

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.

