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Auckland Pride

# Partnership Prospectus



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Tēnā koutou katoa,

Thank you very much for your interest in supporting Auckland Pride. We are so excited to foster meaningful and sustained relationships with our supporters to ensure our diverse communities of takatāpui and rainbow people thrive in Tāmaki Makaurau.

This Partnership Prospectus provides a brief overview of who we are. We look forward to meeting you kanohi ki te kanohi, in person, to build strong relational foundations and chart the course of our partnership together.

For any partnership enquiries, please reach out to Blaise Clotworthy, our Partnership Manager at [blaise@aucklandpride.org.nz](mailto:blaise@aucklandpride.org.nz)

## About Auckland Pride

Auckland Pride is one of the leading not-for-profit arts and community organisations for takatāpui and rainbow communities in Tāmaki Makaurau Auckland. We proudly strive to empower, celebrate and serve takatāpui and rainbow communities through events, creativity, and advocacy. As a registered charity and membership organisation, we fundraise for our work through the generous support of individuals, sponsors, public funders, charitable trusts, and foundations. We envisage an equitable Aotearoa where takatāpui and rainbow communities are liberated, thriving, and connected.



Through our Owned Programmes we champion emerging and under-represented artists and event producers along a pathway so that each festival affirms and develops the capability and capacity of our creative communities. We commission and produce exhibitions, collaborative projects, artist development programmes, live events and offsite projects. The Auckland Pride Festival also hosts an extensive Open Access programme of events produced by artists, community organisers, and organisations from across Tāmaki Makaurau and beyond, reflecting the limitless myriad of voices, stories and identities of our takatāpui and rainbow communities.

From empowering local communities to deliver their own Pride kaupapa and events through the *Proud Centres* program, to supporting the development of takatāpui and rainbow artists through the *Pride Empowerment*, *Pride Develops*, and *Pride Elevates* initiatives, to showcasing international rainbow artists in *Pride Connects*, as well as exhibiting local takatāpui and rainbow artistic excellence through *Te Tīmatanga*; these Auckland Pride Owned Programmes create symbiotic entry points and progressions that nurture the capability and capacity of artists and communities at every point in their creative pathways. We are committed to empowering our communities to create art and events that speak to their experience, to celebrate queer joy and try to change the world.

If any takatāpui and rainbow staff within your organisation who are passionate about the work of Auckland Pride and would like to help us shape the future of Pride in Tāmaki Makaurau, we encourage them to [join our membership](#). Membership benefits include, but are not limited to ticket pre-sales, invites to Auckland Pride networking events, ability to move and vote on motions at our AGMs, and build deeper connections to our communities.

Support for rainbow communities is as vital now as it has always been, and your contributions will ensure the sustained and ongoing implementation of Auckland Pride's programming. Together we can work towards an equitable Aotearoa where takatāpui and rainbow communities are liberated, thriving, and connected.

[For more detailed information, please see our current strategic plan \[2022-2025\] here.](#)

## Our Partners



Our partnerships are born out of values alignments and a genuine desire from businesses and organisations to authentically support our communities, empower diverse voices, and enable us to deliver our unique programming for thousands in our communities.

We continue to partner with organisations across local and central Government too, as well as foundations and grant bodies. Their support and our diversified funding streams enable Auckland Pride to be more financially sustainable as we continue to grow.

We are immensely grateful to be supported by our current partners Oreo, Foundation North, Grassroots Trust, Auckland Council, RocketWerkz, and AMI; and we are incredibly proud of the relationships we've created with these partners to create authentic connections between their organisations and our takatāpui and rainbow communities.

Whether you're wanting to come on board to proudly stand with us in our mission, empower your rainbow staff networks, provide support for our communities, deliver our Owned Programs with us, or support us enhance the delivery of our work – we'd love to have you as part of the Auckland Pride whānau.



[You can see our full list of Partners here.](#)

## What we expect of our Partners



Guided by our values of mana tauritetanga (respect), whakarongo (awareness), tūhono (collaboration), whakamana (empowering), and maia (calm), Auckland Pride exists to uplift and empower Tāmaki Makaurau Auckland's takatāpui and rainbow communities, deliver a diverse and fabulous festival with space to continue to fight for progress, and to celebrate who we are.

We want to ensure that our prospective partners share our values, as well as a genuine commitment to the progress and celebration of our rainbow communities.



We expect you to be able to demonstrate most of the following:

- An established network of rainbow employees within your organisation
- A history of meaningfully supporting rainbow communities and community events; otherwise, an active willingness and intention to do so.
- No evident cases of un-addressed discriminatory actions, practices or behaviour
- An ability to demonstrate inclusive internal policies
- An openness to creating a channel between Auckland Pride and your organisation

We are more than happy to talk through these expectations in more detail. We are committed to creating long-lasting, meaningful and reciprocal relationships with our partners.

## Partnership Tiers

As we prepare to deliver a new strategic plan, we have reprioritised our partnership areas to allow for more authentic and meaningful relationship building, and deeper engagement for partners within the organisation, aiming to achieve more bespoke outcomes through key strategic alignments and their deliverables.

### Strategic Partnership

Our Strategic Partners commit to funding the development and implementation of the Auckland Pride five year vision which highlights and embeds the strategic priorities and conditions for the organisation.

These partnerships ensure the organisation's sustainability and are committed to takatāpui and rainbow communities' long term benefit through ensuring social impact and health outcomes through Auckland Pride. The funding received through our Strategic Partners covers capability building for Auckland Pride Incorporated, staffing, and operating costs.

### Muti-Year Partnership

Our Multi-Year Partners commit to funding the development and implementation of the Auckland Pride three year business plan. The Auckland Pride three year plan looks to solve the strategic priorities highlighted within the API five year strategy through creating resources, events & outputs annually. As well as securing staffing and operating costs for API presence year round and the delivery of the Annual Auckland Pride Festival.



## Festival Partnership

Festival Partners include donations, local community grants, and Creative New Zealand Art Orgs and Group funding to implement each year's Annual Plan and support artists, event producers & community to hold events within the annual Auckland Pride Festival.

## Project Partnership

Project Partners offer funding, one off donations, and in-kind support to deliver individual projects and programmes within the Auckland Pride Festival Programme. Programme partners may come onboard to support new Auckland Pride initiatives year round, such as fundraising events, website updates, or campaigns.

## Service Providers

Our Service Providers are made up of organisations who partner with us to deliver on the day-to-day and festival operations of Auckland Pride through reduced or pro bono rates, and in-kind support. These partnerships are vital in assisting us in the work we do. These partnerships are not necessarily underpinned by a financial commitment by the partner, but who support us through alternative resource offerings.

## Patronage

We are on a journey of diversifying our income streams, and an area that we are hoping to expand into is patronage. Patrons of Auckland Pride are individuals and organisations who bequeath large financial sums to the organisation. Through our work, we aim to inspire our communities, partners, and supporters to believe in what we do, with the hope that should they be in a financial position to do so, and believe the organisation has served them or has the potential to serve others, become patrons of Auckland Pride.





## Partnership Benefits

Conditional upon the partnership tier and your organisation's level of contribution, Auckland Pride can offer an array of reciprocal partnership benefits. These are scaled to the level of investment and subject to bespoke arrangements on a relationship by relationship basis.

### Partnership Benefits may include:

#### Naming rights at key Major Events

As part of Auckland Pride's Owned Programming, we can offer naming rights of key major events and programmes within the Auckland Pride calendar.

#### Printed programme

For the first time since 2018, Auckland Pride is returning to a Printed Programme as a deliverable of the 2025 Auckland Pride Festival. This will be a central hub of information regarding the Festival, and an essential point of reference for our communities. We can discuss advertising opportunities in the Printed Programme; however, to ensure we uphold our commitments to our communities to not over-corporatise Pride, we will be limiting these based on a minimum level of financial investment as determined during the development of our partnership.





## **Access to Auckland Pride staff**

For our Strategic and Multi-Year partners, Auckland Pride staff are available to come and meet with your team, deliver panel discussions, and offer kōrero on Pride-related kaupapa, pending capacity and as mutually agreed. These in-person touch points are also important for us to get to know your organisations on a more intimate level, as well as for maintaining long-term meaningful relationships.

## **Event Activations**

Through our Owned Programming and relationships with Proud Centres, we can offer your organisation opportunities to activate your brand and messaging in our key touch points throughout the festival.



## **Tickets to Festival events**

There are over 300 events in the Auckland Pride Festival Programme! Each partnership tier entitles your organisation to various levels of access to Auckland Pride Festival events. An allocation of tickets to select events will be determined by the needs established during the development of the partnership as they align to the level of investment.

## **Social Media and Content**

Social media cross promotion, acknowledging our partnership. Bespoke content of Pride Festival events for your organisation's internal use.

## **Physical and Digital Lockups**

The partnership will be acknowledged with your organisation's logo placed on physical and digital lockups as mutually agreed throughout specific events in the Auckland Pride Festival, and across our EDMs that have an unique audience of over 5, 000 people.

## **Acknowledgement of Partnership**

We will acknowledge your organisation's relationship with Auckland Pride in media releases (digital and print) at the level of partnership as mutually agreed. For our Strategic and Multi-Year Partners, Auckland Pride will mention the partnership in all written copy about the festival.



## Media Opportunities with 818 Publicity

As determined by the partnership tier, Auckland Pride will seek mutually approved media opportunities that tell the narrative of the partnership, centring the values alignment, our relationship and why it is important to Auckland Pride, our partner, and our communities. This may include bespoke messaging from your organisation or brand tailored to our communities.

## Queer Agenda

Auckland Pride runs an 'off-season' events database known as the *Queer Agenda*. For our Strategic and Multi-Year partners, we will showcase how you support us in our mahi through the *Queer Agenda*. For our Project Partners, we will prioritise the advertisement and promotion of projects that are supported outside of the Festival calendar and ensure that the narrative of your support is promoted through the *Queer Agenda*.



## Letter from the Executive Director

Tēnā koutou katoa,

It is an honour to be leading Auckland Pride at an auspicious time of transition and growth as we steer the organisation into the future. With a new organisational structure that will ensure we can hold our communities safely, it is vital that with your support, Auckland Pride continues our mission to empower, celebrate, and serve Tāmaki Makaurau’s takatāpui and rainbow communities through events, creativity, and advocacy.

Whakapapa is an investiture that shapes our tuakiritanga (identity and belonging). As communities grounded in intergenerational connectivity, your championing of, and presence at Auckland Pride is an investment in our shared whakapapa.

In a time where heightened intolerance and vitriol against takatāpui and rainbow communities, compounded by intersectional prejudices run rampant; these contexts necessitate fervent action and care of our incredible hāpori. Auckland Pride exists to allow our takatāpui and rainbow communities to find, hone and utilise their powerful voices to continue our intergenerational legacies of resilience, joy, and celebration.

Takatāpui and rainbow communities are the embodiment of innovation and cultural practices of collectivism. We are fierce and unwavering in our commitments to each other and to ourselves. We pursue abundance with ardent commitment, demonstrating that anybody, no matter how they identify, can thrive as who they are.

This partnership prospectus speaks to the potentiality of a thriving ecology between Auckland Pride, our partners, supporters, our membership and the communities the belong to. We are so excited to nurture values-aligned relationships that will enable us to deliver incredible advocacy initiatives, artistic offerings, events, and resources for takatāpui and rainbow communities together. It is thrilling to build our Auckland Pride future with you through models of high trust that enable our communities to be self-determining in realising their own futures.

Nāku iti noa, nā  
Hāmiora Bailey  
Executive Director