

Auckland Pride is back with a month-long festival celebrating, empowering, uplifting, nourishing and energising Tāmaki Makaurau’s rainbow communities.

We implore you to read this entire document as it contains all the information you’ll need for a successful event in the 2025 Auckland Pride Festival.

The Auckland Pride Festival is an annual open-access arts, cultural, and community Festival. The full month of February is interwoven with major events delivered by Auckland Pride, such as Pride Elevates, The Pride March and Te Timatanga, as well as events produced by artists, community organisers, and organisations.

After a hard few years, and ongoing challenges both internationally and here in Aotearoa, visibility, celebration, service and safety for our rainbow community feels more important than ever. Even in the face of tough times we feel excited and hopeful when we look at our beautiful community. A community that has proven time and again how we can be each other's safe place and each other's family and how we can make a dance floor pop like nobody else. This is the spirit of Pride going forward, we need each other for survival, but we also need each other for joy.

Let’s do this together!

## **Calling All Event Organisers: Bring Your Vision to Auckland Pride 2025!**

At Auckland Pride, we know that queerness is as diverse as the communities that make up our movement. In understanding that queerness is not a monolith, our goal is not to be the sole authority on history or consequence, but instead to allow the coalescence of many unique and autonomous communities within our ecology to achieve better confluence, consent and creative solutions together towards self-determination, liberation and queer futurity. We recognise that while many of us share aspirations for queer liberation, our individual and community journeys may be shaped by distinct histories and contexts. That’s why, through our Open Access Festival, we invite event organisers like you to step forward and help shape a festival that reflects the full diversity and richness of our queer ecologies.

## Contents:

What's new	Page 3
What is a Pride event	Page 4
Where do I start	Page 4
Key dates	Page 5
Pricing	Page 5
Venue Information	Page 6
Proud Centres	Page 7
Event ticketing	Page 7
Funding & Support	Page 8
Marketing & Publicity	Page 9
Event Imagery	Guide 10
Terms and Conditions	Page 12
Event accessibility info	Page 12
A note from Auckland Pride	Page 13

## I've done this before, what's new?

Last year, we tried something new but heard your feedback that our online Registration Hub wasn't fit for purpose so we're going back to a simple form. Once you've read this document you will be able to register your event in our Google Form. From there, if you meet all the requirements, our Festival Administrator will be in touch with a contract and invoice if required.

This year, we're pleased to offer [members of Auckland Pride](#) a 25% discount on their registration fee. Registering is free for event producers and artists in the Festival.

## Print Programme

An exciting addition that we are proud to announce for Auckland Pride Festival 2025 is the reintroduction of our Print Programme. The Print Programme is more than just a nod to our past; it's a heartfelt love letter to Tāmaki Makaurau, our communities, and the places and spaces that cradle our stories to nurture our self-determination. In an increasingly digital world, the tactile experience of a printed programme offers something unique—something that echoes the roots of Auckland Pride and the legendary Hero Party. These print materials become taonga and keepsakes, capturing the essence of our festival, addressing the needs and contexts of the present while serving as an enduring and tangible connection to our rich and ever-evolving whakapapa.

Moreover, this Print Programme is a tribute to our Proud Centres—Council Galleries, Libraries, Archives, and Museums—and the Artist Run Spaces that are the lifeblood of our city's creative spirit and our Open Access Festival. By showcasing these venues in print, we honour their contributions to our cultural landscape and invite everyone to engage with the arts in a deeply personal way. As we celebrate the vibrancy and resilience of Tāmaki Makaurau, the Print Programme serves as both a guide and a symbol of our commitment to fostering creativity, community, and connection throughout the festival and beyond February 2025.

## What is a Pride event?

A Pride event is anything you want it to be! It is about our communities paving the way forward and celebrating what Pride means to them. Whether you are an established organisation ready to wow us with your next big Pride event, or a creative individual with a great idea you want to get off the ground. As long as your event is made by or for Takatāpui and Rainbow communities Auckland Pride Festival is here to support you.

As an open-access arts, cultural and community festival; events during Pride have been anything from performing and visual arts, workshops and activism, sport and recreation, as well as community events from family-friendly picnics, to bottomless brunches and after-hours dance parties. As long as your event aligns with [Auckland Pride's mission, vision and values](#), there is room in the Festival for your event!

Click the links below to browse past Auckland Pride programmes for more of an idea of the kind of events we've supported in the past:

[Auckland Pride Festival 2024 Programme](#)

[Auckland Pride Festival 2023 Programme](#)

[Auckland Pride Festival 2022 Programme](#)

[Auckland Pride Festival 2021 Programme](#)

[Auckland Pride Festival 2020 Programme](#)

## Where do I start?

1. Read through this entire document for helpful info about putting on an event as part of the Auckland Pride Festival. This document includes useful information around production and venues, marketing, and what you can expect with your relationship with Auckland Pride.
2. Take a look at the past programmes linked above to see what kind of events we have programmed in previous years.
3. Your idea or event doesn't need to be an original or a premiere - if you have a show you'd like to bring back for a return season, or a successful event you would like to re-launch, then go for it!
4. Using [this form](#) make your submission
5. We will be in touch with your Festival Agreement once we have reviewed your submission. We may also request additional information if we feel it is necessary.

If you feel lost at any point, please get in touch with us! Auckland Pride is here to help, so get in touch at [kiaora@aucklandpride.org.nz](mailto:kiaora@aucklandpride.org.nz) for more help and to chat about your ideas.

## Key Dates:

### First Release Dates

**Sunday 10th November:** First Release Cut-off Date

*If you meet this deadline you will be included on the website and launch for First Release and you secure your inclusion in the Print Programme*

**Friday 22nd November:** Auckland Pride Launch and First Website Release

### Print and Digital Programme Dates

**Sunday 17th November:** Print and Digital Programme Cut-off

*Any submission made by this deadline will be included in the Print and Digital Programme*

**Monday 20th January:** Print and Digital Programme Release

### Final Website Release Dates

**Sunday 19th January:** Open Access Final Cut-off for Website Feature

*No submissions accepted after this date*

### Key Dates for Auckland Pride Festival 2025

- 1 February - Te Tīmatanga | Opening Event
- 1 March - Pride March | Closing Event

### Other Key Dates to Consider

- 6 February - Waitangi Day (Public Holiday)
- 16 February - Big Gay Out

## Pricing:

**Members of Auckland Pride will receive a 25% discount on their 2025 Registration Fee, membership is free for Auckland Pride Festival artists and event producers.**

Registration Fees for our 2025 Festival are outlined below:

Free events (includes entry by koha): Free

Ticketed events up to \$30 (adult full price): \$125.00 + GST

Ticketed events over \$30 (adult full price): \$250.00 + GST

*Note: If this cost is prohibitive to your event being included in Auckland Pride, please feel free to reach out and we can discuss this further.*

You will be invoiced for your event once the agreement with Auckland Pride is signed.

If your event is supported financially by Auckland Pride your fee will be waived, this includes the Pride Empowerment and Pride Elevates.

**Upgrade your Auckland Pride Festival Print Programme space:**

Every event that meets the Sunday 17th November deadline will be featured in our Print Programme, which is included in the cost of registration.

If you would like to increase your events presence in the Print Programme we are offering some ad space for an additional:

½ page: \$300.00 + GST

¼ page: \$150.00 + GST

*Note: A4 size page*

When you register your event on the online form, there will be an option to select your upgrade. The cost of your upgrade will be added to your festival registration fee and an invoice will be sent by our Festival Administrator.

## Venue information:

In order to have an event, you'll need a venue! A number of Auckland's favourite arts and events venues open their doors for Auckland Pride every year and look for artists with whom they can collaborate.

### Venues we recommend are:

[Q Theatre](#)

[Basement Theatre](#)

Please note Basement's Summer Submission closes 27th September, 2024.

[Pitt Street Theatre](#)

[TAPAC](#)

[Old Folks Association](#)

[Move Space](#)

[Uxbridge](#)

[Factory Theatre](#)

[Phoenix Venue](#)

[The Button Factory](#)

Auckland Council venues will be available for use during Pride, through the Proud Centres programme. For more details, keep reading below. Auckland Council has a range of community halls, event spaces, meeting rooms etc. across Auckland that could be perfect for your event! Check out Auckland City Council Council Community Centres [here](#).

Outdoor events - if you'd like to hold an event outdoors (for example, in your local park), you'll need to ensure you have all the permissions from the owners of the space. In the case of a city owned space such as a park you'll obtain an event permit from Auckland Council (and have a wet weather plan!). If it is private property you'll need to engage with them directly.

## Proud Centres:

The Proud Centres are back for Pride 2025! The Auckland Council initiative will once again open up Tāmaki Makaurau's Community Centres for Pride programming across February 2025.

For 2025, Auckland Pride and Auckland Council will continue working together to bring Proud Centres to life. The key Proud Centres coordinator will sit within the Auckland Pride team and work with Community Centre teams to develop fantastic community programming across Tāmaki Makaurau.

Proud Centres events will receive free venue hire at community centres across Auckland, production support to make their event a reality, and support through the umbrella Proud Centres marketing and at individual centres. From a panel discussion, workshop, performance, to just wanting to bring your community together, the Proud Centres is the perfect place to make it free and accessible for all!

If you need support with a venue and are interested in being part of Proud Centres please fill out [this form](#) and we will connect you to one that suits your event.

## Event ticketing information:

Most venues will either operate their own ticketing system, or work with a preferred ticketing outlet. You will need to sell your tickets through these methods, and this is your responsibility as an event organiser. Below are some things to think about if you're selling tickets for your event.

- Check with your venue if they have a ticketing partner, and what they require from you to get the event on sale.
- If they don't have a ticketing provider and you need one, Auckland Pride no longer has a preferred ticketing provider. You will need to provide that for your own event. Options include Humanitix, Eventfinda, Brown Paper Ticket or Eventbrite.
- Consider including an equitable tiered ticket pricing model.
- Before going on sale, ensure you hold enough tickets for any invited guests, promotional giveaways, reviewers, complimentary tickets for Auckland Pride etc.

### Donation link through ticketing providers

We encourage all Open Access Event Organisers of ticketed events to work with their ticketing providers to include a small donation to Auckland Pride. By adding this small contribution, your attendees are directly supporting the longevity and evolution of the festival,

empowering us to build on its success year after year expanding the ways in which we are able to support you. We have included some helpful comms to add to your ticketing information below:

*Auckland Pride is introducing a \$2 donation on all ticketed Open Access Festival events as an opportunity for our audiences to contribute directly to the growth and sustainability of our festival. This initiative will allow us to strengthen our operations, enhance our artist experience, and expand our capacity to deliver impactful events for our communities year round.*

*This additional support will ensure we can continue fostering diverse and inclusive spaces while maintaining the high quality of the festival that our audiences expect.*

## **Funding & Support:**

Auckland Pride is committed to increasing support for our communities to participate in our Festivals and each year we are proud to expand on that support with the continuation of our Pride Empowerment Initiative in 2025.

## **Pride Empowerment Initiative:**

Auckland Pride is proud to re-introduce the Pride Empowerment initiative—a celebration of community, resilience, and the transformative power of collective action during Pride Month. This initiative is more than just a seed funding opportunity; it is a commitment to uplifting the many unique communities within our Kāhui Takatāpui and Rainbow Communities, enabling them to tell their stories, amplify their contributions, and foster a profound sense of belonging within our broader whānau.

With Spark no longer serving as a strategic partner, Auckland Pride is transitioning from the Spark Empowerment Fund to the Pride Empowerment Fund. This shift marks a new chapter in our commitment to align more closely with the city's broader strategic objectives, as outlined in the Auckland Long-Term Plan and local board strategies. This significant change reflects our renewed focus on supporting collectives, artist-run spaces, and groups that prioritise community engagement and have a meaningful impact at the local level.

Pride Empowerment now places a stronger emphasis on collective action, recognising that our strength lies in the mobilisation and activation of art makers within groups and collectives that contribute to rainbow advocacy and the arts ecology year round. To better support these vital groups, we are increasing the maximum grant amount from \$2,000 to \$5,000. This increase is a testament to our belief in the power of collective initiatives and their ability to drive positive change within our communities.

Applications for Pride Empowerment Funds close Sunday October 27th at 11:59pm. You can apply for Pride Empowerment before or after you register your event.

For the full information pack click [here](#)



## Marketing and Publicity

As part of our 2025 Festival, you will have marketing and promotional opportunities through Auckland Pride and our partners' channels, as well as the opportunity to be promoted by our festival publicists. Directly, Auckland Pride may advertise your event in the following ways:

- Featured in the Auckland Pride Festival Print Programme (*if your event is registered before Sunday 17th November 2024*)
- An event listing on [aucklandpride.org.nz](http://aucklandpride.org.nz)
- Have access to our publicity team at 818 to promote your event
- Use of the Auckland Pride Festival branding/logo

While Auckland Pride is committed to working with you to ensure your event is marketed as wide and as effectively as possible, you are responsible for promoting your event and selling tickets.

### What Auckland Pride requires of you:

In order to promote your event, we will need some resources and information from you, which you will be asked to include as part of your registration.

- Key event information, including dates, times, and ticketing/registration info
- Contact details of event organisers and any relevant social channels
- Event imagery to promote your event. [See Guide Below.](#)
- Auckland Pride requires event organisers to sign an agreement with Auckland Pride, which will be sent to you when your registration is approved.

### Marketing & Production Expectations:

- You must have a nominated event organiser or producer (Auckland Pride will direct all communication to this individual)
- You must have a plan for marketing your event as part of the festival, including details of who you're marketing to and how (i.e. who is your audience?)
- That you use your own networks to promote your events
- Your event will be promoted as part of the Auckland Pride 2025 Print Programme, but Auckland Pride is not responsible for producing, marketing, or selling tickets for your event.
- The Auckland Pride Team expects that you let us know if you require specific assistance with any aspect of your event so that we can best support you.
- Auckland Pride requires that you include the following recognition on all printed marketing and collateral, and on digital collateral as appropriate:
  - Auckland Pride's Logo
  - Auckland Pride's URL [[aucklandpride.org.nz](http://aucklandpride.org.nz)]
  - "[YOUR EVENT] is part of the Auckland Pride Festival" present in any online and/or print event description

### On-sale Dates and Event Announcements:

You should align your on-sale date and event announcement with the corresponding programme announcement dates from Auckland Pride. We'll let you know in advance if you're a part of the first-release programme or the full programme, and when those dates/times for announcements will be. This helps to coordinate the launch and generates buzz about the events being live and on sale.

#### **Auckland Pride Complimentary Tickets:**

Auckland Pride staff, board or partners may attend any ticketed events. Event organisers will be notified by Auckland Pride stipulating the required allocation (a minimum of two tickets). In the event that we do not require these, we will notify you in sufficient time to return the tickets to sale.

Some additional marketing and promotional activities you'll want to consider:

- Listing your event online through your own website and social channels
- Making the most of your social media channels to engage your audience
- Promoting the event with an event on Facebook
- Producing and distributing a poster and flyer (digital flyers and posters can be effective too)
- Using email marketing to your personal or professional networks

## Event Imagery Guide for Auckland Pride's Marketing:

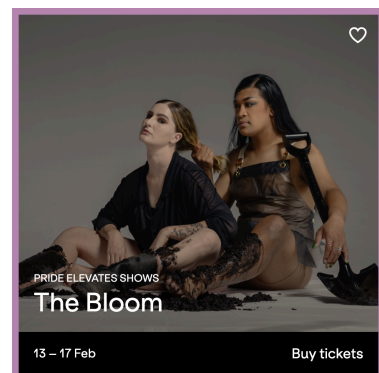
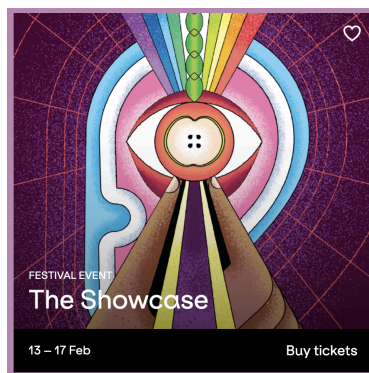
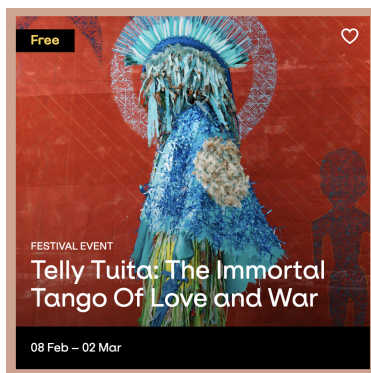
Our digital and print design requirements are different, so in order to properly promote your event we need high resolution images.

We prefer imagery that has no text that refers to the event details, as these will be provided in an accessible way below or above your image.

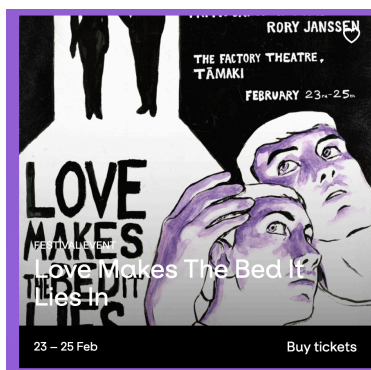
### Image specs:

- Digital Banner: 1080 x 1080 pixels (square)
- High resolution landscape image (A4 size)
- High resolution portrait image (A4 size)

### ✓ Good Imagery Examples:



### ✗ Imagery with too much text:



## Event accessibility information:

Pride is for everyone, so it is important for all of us to think about making our events accessible for everyone in our communities. When considering what universal access could look like for your event we highly recommend you take a look at this accessibility check list - [https://artsaccess.org.nz/uploads/sites/artsaccess/files/accessibility\\_checklist.pdf](https://artsaccess.org.nz/uploads/sites/artsaccess/files/accessibility_checklist.pdf) - Made by our friends over at Arts Access Aotearoa.

As you're planning your event, it's a good idea to consider how you can take steps to make sure your event is accessible. A few points to get you started are listed below, and there is a link to Arts Access Aotearoa's resources as well.

- Is your venue accessible for wheelchair users?
- If you are selling tickets, are there allocated wheelchair seats? Make sure to include information about how to book these on your ticket page.
- Are you offering tickets at a concession rate for unwaged/students/seniors, and discounted or free companion tickets for support people?
- Does your venue have non-gendered bathroom facilities available?
- Does your venue have an audio feedback loop for hearing impaired patrons?
- Will your event include live NZSL interpretation or captioning for d/Deaf patrons?
- Will your event include live Audio Description for blind patrons?
- Will your event include relaxed performances, or other measures for neurodiverse patrons?

Arts Access Aotearoa, Putanga Toi ki Aotearoa, has a number of really valuable resources to help you start learning more about increasing accessibility at your events. Click [here](#) for a useful checklist. We understand that we can't always provide every level of accessibility for every event so we aren't expecting an answer for every single access need listed above.

## Terms and Conditions:

We have some Terms and Conditions that we apply to all events that are part of the Auckland Pride Festival Programme. Once you have completed the online registration process, you will be provisionally accepted into the Programme. Final Acceptance will be conditional on eligibility, the signing of our Festival Event Agreement, and payment of the Registration fee and any Print Programme upgrade fees (if one applies to your event).

### Eligibility

Final acceptance in the Auckland Pride Festival 2025 will be conditional on meeting some basic eligibility requirements. To be an eligible your event:

- must be aligned with Auckland Pride's mission, vision and values.
- must not promote a sponsor that would create a risk of conflict with API or the Festival's sponsors;

The decision for whether or not an event is eligible is made at Auckland Pride's sole discretion.

## **Festival Event Agreement**

Once we've confirmed your eligibility, we will ask you to agree to our "Festival Event Agreement" that sets out expectations on a number of things, including:

- The Registration Fee, and when you're entitled to a refund
- What happens if the Festival can't go ahead for any reason
- Recognition of the festival in your marketing materials
- Your responsibilities as an event organiser
- Our responsibilities as the Festival Organiser
- Some other general terms and conditions

This isn't a full list, but you'll have time to read and consider the full Agreement before you return it to us.

## **Registration Fee**

Finally, once you've signed the Festival Event Agreement, you'll receive the Registration Fee invoice which will be due before 20th March, 2025 (if applicable for your event). If you've opted for upgrading your Print Programme space this fee will be included in your invoice.

## **Final Acceptance**

Once we've received the signed Agreement and have issued Registration Fee invoice, your final acceptance into the Auckland Pride Festival Programme is confirmed.

## **Ready to Register your Event?**

### **[Fill out this form](#)**

## **A final note from Auckland Pride:**

We couldn't put on our incredible festivals without the support and love from our rainbow community. To our activists, artists, venues, publicists, advertisers, partners, organisations and everyone in between - thank you so much for being a part of the 2025 Pride Festival. We are incredibly excited about creating this festival for all of us, and we're thrilled to have your event as part of the celebrations! We can't wait to kick off a month of queer celebrations across all of Tāmaki Makaurau, and we're looking forward to working with you to make it happen.

If you need anything else from us, have any questions, or feedback, please don't hesitate to get in touch with us!

Festival Administrator  
[kiaora@aucklandpride.org.nz](mailto:kiaora@aucklandpride.org.nz)