

THE RULE FOUNDATION PRIDE EMPOWERMENT 2027 INFORMATION PACK

Pride Empowerment 2027

Auckland Pride
Festival 2027



Auckland Pride is excited to re-introduce The Rule Foundation Pride Empowerment initiative, a celebration of community, resilience, and the transformative power of collective action during the annual Auckland Pride Festival. 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.

As a membership organisation we understand the power of a collective journey, and together, we will continue to build an Auckland Pride Festival that honours the self-determination of artist-run spaces, groups and collectives. Through The Rule Foundation Pride Empowerment fund, we acknowledge how collective practice is our lifeblood, we recognise and celebrate the vital role shared visions and collective action play in nourishing our sense of self and belonging, both within the city, throughout the region but more importantly within our own neighbourhoods.

What's New

- **Pride Empowerment delivered in Partnership with The Rule Foundation**

Following the success of a more informal funding disbursing relationship in the 2026 Auckland Pride Festival, The Rule Foundation and Auckland Pride have teamed up to reignite the formerly known 'Pride Empowerment' initiative through a formalised partnership to offer our communities resource to bring their ideas to life during the 2027 Auckland Pride Festival.

What you'll get as a Rule Foundation Pride Empowerment Artist

- A grant of up to \$3000
- Publicity and marketing support
- Connection to Auckland Council Proud Centres and other partner venues if you need support with a venue for your work

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Who Can Apply

We invite applications from a wide range of collectives and groups who are passionate about their communities and looking to make a meaningful impact during the 2027 Auckland Pride Festival. Below are the categories of applicants eligible to apply:

1. Collectives
2. Community Groups
3. Artist Run Spaces

Your application will be considered ineligible if:

- **Incomplete Applications:** Collectives, groups and spaces that submit applications that do not meet the required criteria or complete the application form.
- **Political Parties or Candidates:** Entities affiliated with political campaigning or lobbying.
- **Past Recipients with unmet obligations:** Previous recipients of funding who have not met the requirements of past grants.
- **Misaligned:** Collectives, groups and spaces will be deemed ineligible for the programme if their principles, beliefs and actions do not align with Auckland Pride's [vision, mission and values](#).

Submission Requirements

1. Collective Artist Statement:

Please provide a brief artist statement that reflects your collective's artistic vision, whakapapa, and creative practice (300 words maximum)

2. Project Description:

We invite you to share your vision for participation in Pride 2027. Please provide a high level overview of your proposed initiative, including the following elements. (500 words max)

- **Project idea:** Describe the concept of your project or event.
- **Your Communities:** Identify the communities you aim to serve. Consider how your project will address their needs and desires during Pride.
- **Intended Impact:** Explain the intended impact you envision through your project.

3. Budget and Funding:

When preparing your budget please use our [Pride Empowerment Budget Template](#) as a guide for what we are looking for. **NOTE: THIS IS A SHARED TEMPLATE DO NOT EDIT - PLEASE CLICK FILE >MAKE A COPY.** This will help us understand more about the scope of your project. You are not limited to this and please include

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any other items you predict your project may require.

4. **Timeline:**

Create a high-level timeline of when you see your event/s or project working within The 2027 Auckland Pride Festival. See key dates for the Auckland Pride Festival 2027 on page 7.

5. **Venue:**

Let us know where you imagine hosting your event/s or project - we would love to hear about all forms of venues in your radar. However, if you don't have a specific place and would like assistance, we have Auckland Council Proud Centres venues and other venues that we can connect you to. If this is the case, let us know where you are located or if you already have a relationship with these certain spaces. **Also note that [submissions for 'Pride Selects' at Basement Theatre](#) close on Tuesday 13 October at 11:59pm**

6. **Previous Events:**

Have you hosted any events within Pride before? If so, please give us a brief description about this event/s. (300 words max)

If yes, what were your key learnings? (300 words max)

7. **Documentation:**

You're welcome to include as much of the following support material and documentation as you wish. Just let us know what you've included so we don't lose anything!

This could include:

- Images (JPEG or PNG format)
- Video links (YouTube or Vimeo) for time based works
- An external written review
- any relevant audio or digital media files.

Selection Criteria

- **Proposal Quality:** We are looking for proposals that are not only clear and organised but also demonstrate a high level of artistic professionalism. Your proposal must present a compelling vision that speaks to the narrative your collective would like to actualise.
- **Community Engagement:** Projects must demonstrate a plan for community involvement and engagement. Applications should outline how the project will connect with and benefit our entangled communities.

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- **Timeline:** Projects must align with the timelines relevant to Auckland Pride celebration. Applicants should provide a clear timeline for the chosen project and the activities, including important milestones and deliverables.
- **Artist Fees:** While compensating artists fairly is crucial, allocating the majority of your budget solely to their fees can undermine the overall effectiveness and viability of your initiative. A well rounded proposal should consider the critical elements included in our [Pride Empowerment Budget Template](#). By demonstrating a balanced approach that reflects thoughtful planning and comprehensive support for all aspects of the project, you enhance your proposals strength and chances of success.
- **Openness to Feedback:** We value collectives who are committed to ongoing learning and reflection. Your group must be open to constructive feedback throughout the programme, participating actively in discussions and embracing opportunities for growth and adaptation.
- **Additional Funding:** We seek Collectives, Community Groups or Artist Run Spaces who have sourced other forms of funding. While securing additional funding sources is encouraged and helps ensure Auckland Pride's confidence in the affordability of presenting your work, it is not a requirement for consideration.

PLEASE NOTE: If you received funding from The Rule Foundation 'Foundation North Fund' between March 2026 and February 2027, you are not eligible for The Rule Foundation Pride Empowerment Fund. If you received funding through The Rule Foundation 'Peter Rule Fund' in that time period, this does not affect your eligibility.

Notification Timeline

- Once you submit your application it will be reviewed by our panel.
- You may be asked for additional details in which we will contact you for an online meeting within one week.
- Notifications will be sent out two weeks after the closing date.

Ready to submit your application?

Complete this form

<https://forms.gle/uWwWrMc9847hobJFA>

Submission Deadline

All submissions must be received by **Sunday 08th November 11:59PM**. Late submissions will not be considered unless organised prior.

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If you have any questions or need further clarification on the submission requirements, please attend one of our workshops or email us at: kiaora@aucklandpride.org.nz

Previous Empowerment Recipients from 2025

[“Rere Taku Poi! Let My Poi Fly”](#) - SameSame But Different and Tangaroa Paul

[Proud Voices on Screen](#) - Proud Voices on Screen

[Beyond Taboos: Representing Us](#) - Aunty's House and Migrant Maharanis

[Q Disk Golf](#) - Ethnic Rainbow Alliance

[Little Gay In](#) - Jason Parker

[Sewn](#) - Zed Shu and ProjectSpace Gallery at Elam

[Elder Queers Give Advice](#) - Elder Queers Give Advice

[Dusk 'til Dawn Kiki Ball](#) - House of Dawn

[Girls, Go Get 'Em](#) - House of IMAN

Wrap-Up Report Requirements

A wrap-up report is due within six weeks of your kaupapa's conclusion. This report should cover how the funding was spent, its impact on your kaupapa, reflections on your partnership with Auckland Pride, and any feedback or learnings for their consideration.

Failure to submit this report may affect future funding eligibility. Reports can be submitted in various formats, including written, presentation, video, or through a discussion with the Auckland Pride team. A written template is available upon request.

Key Dates for Auckland Pride 2027

- 22 November 2026 - Print Programme inclusion cut-off (Your event must be registered by then to be included in the Print Programme)
- January 15 2027 - Festival Registration cut-off (Your event must be registered by then to be included in the Festival)
- 1 February - Te Tīmatanga | Opening Event
- 27 February - Auckland Pride Closing Event

Other Key Dates to Consider

- 6 February - Waitangi Day (Public Holiday)
- 14 February - Big Gay Out
- 20 February - Auckland Rainbow Parade