

Arts & Culture EOI

Information



About the 2023 Auckland Pride Festival:

Once again the 2023 Auckland Pride Festival will be a Month long! Pride Month will last from 1–26 February 2023 and provide an expanded opportunity for our takatāpui and rainbow communities to come together.

The Auckland Pride Festival is an open-access arts, cultural, and community Festival. It's comprised of major events delivered by Auckland Pride, such as the March and Party, as well as events produced by artists, community organisers, and organisations.

As the world emerges from the COVID-19 pandemic, we continue to confront new challenges as a connected, global rainbow community. With our lives and rights under threat with new emboldened attacks around the world, a growing outbreak of monkeypox overwhelmingly affecting our community, alongside our ongoing fights for progress here at home - a bold and unapologetic Pride continues to be vital.

After the cancellation of the 2022 Auckland Pride Festival due to COVID-19, the 2023 Festival will be a triumphant return of Pride with a renewed purpose and defiant energy. The stories told on stage will be a significant contributor to this - and we can't wait to see and support the works that you're creating to be presented as part of Pride 2023.

So as the countdown to the 2023 Festival begins, we're finalising our theme and campaign that we'll present the Festival with. But in the meantime as a teaser, we're thinking about how we can uplift stories and communities, how we can take our celebrations of who we are to another level, how we can rise above these new challenges, how we can step up our Festival to reach more people than ever, and how we can ultimately elevate our communities, culture, and city at large.

As the iconic Ciara once said: Level Up.

We can't wait to see what you come up with.

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Seeking Artists and Creatives

For 2023, we're doing things a bit different. While it is important to us to remain an an open-access for all events, we're looking to better support the artists and creatives in our community. This means Auckland Pride is calling for Expressions of Interest for arts & culture events separately to our community events.

The aim of this is to provide artists pursuing a professional practice with additional support where possible. By defining our events clearly, we hope to better serve the specific needs of the creative sector as well as our community events. We are currently working on a new initiative to further funding and resources beyond our existing funding.

This EOI is for anyone planning to put on an arts & culture event, to help us determine the level of support we can offer with our new initiative, **Pride Elevates**.

Arts & culture programming that cannot be supported by Pride Elevates will still be able to part of the wider Festival programme. Community events will still be eligible for our usual Pride & Spark Empowerment Initiative.

Pride Elevates

We believe that Tāmaki Makaurau has the potential to become a major arts capital, and are determined to take steps in making that happen. We have the artists and the talent, but understand that they are often left under-resourced. We believe arts & culture is the beating heart of Auckland Pride, the intersection where our creativity, community, and our politics meet.

Auckland Pride is working with an exciting new partner to be able to provide greater financial support for these arts & culture events that will take place during Pride. We hope that by doing so we can reduce the financial burden on artists and producers and enable them to spend less time on funding applications and more on doing what they love.

Auckland Pride will be curating the Pride Elevates programme with arts & culture events that we want to see go the next level. These are events we want to provide additional support to reach their full potential.

We use the term Elevates to not only describe artists who we feel are developing their practices in unique or exciting ways, but to also acknowledge the artists we feel are contributing to their communities or disciplines.

Events will ideally:

Align with Auckland Pride's kaupapa

and

Be led by an artist with a recognised practice who has achieved critical or commercial success

or

Be led by an artist with an emerging practice that demonstrates potential for growth and to push the boundaries of their discipline

What is an arts and culture event?

For those uncertain about how we define arts & culture, it might look like anything from visual arts, performing arts, filmmaking, dance, and any cultural practice from kapa haka, to weaving, or lion dancing. Community events, on the other hand, are things like open mics, workshops and bingo nights.

If you're uncertain of where your event might fall, feel free to get in touch. Don't worry too much if you're not sure where your event sits. We're happy to help you figure that out if you're confused. We understand that labelling things can sometimes be tricky and we certainly won't penalise anyone for ticking the wrong box!

Click the links below to browse past Auckland Pride programmes for more of an idea of the kind of events we've programmed in the past and how they've been categorised:

[Auckland Pride Festival 2022 Programme](#)

[Auckland Pride Festival 2021 Programme](#)

[Auckland Pride Festival 2020 Programme](#)

Kaupapa:

Auckland Pride's mission is to empower, celebrate, and serve Tāmaki Makaurau's Takatāpui and Rainbow Communities through events, creativity, and advocacy. Our strategic priorities are Equity, Community, Arts & Events, and Sustainability. We're committed to upholding Te Tiriti o Waitangi and envision an equitable Aotearoa where Takatāpui and Rainbow Communities are liberated, thriving, and connected.

Events should align with the Festival's mission, the kaupapa of Auckland Pride, and be inspired by our provocation on page one. Events should be inclusive, accessible, and queer!

Where do I start?

With your idea and getting in touch! You don't have to have a venue confirmed yet, but it's a good idea for you to have thought ahead about producing and promoting your event to ensure it is as successful as it can be.

1. Read through this document for helpful info about putting on an event as part of the Auckland Pride Festival.
2. Take a look at past programmes linked above take a look at what kind of events we support.
3. Your idea doesn't need to be an original - 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. Get in touch with us! Auckland Pride is here to help, so get in touch with our Creative Director, Nathan Joe, at nathan@aucklandpride.org.nz for more help and to chat about your ideas.

Key dates:

- 31 August - Arts & culture EOIs open
- 10 October - Community event registrations open
- 23 October - Arts & culture EOIs close
- 6 November - Information deadline for First Release Programme
- 22 November - Auckland Pride Launch and First Release Programme Released
- 11 December - All Festival registrations close
- January - Full Programme Announcement

1-26 February, Auckland Pride Festival 2023

- 1-26 February - Te Timatanga
- 9-11 February - F.I.N.E Festival
- 12 February - Ending HIV Big Gay Out
- 14 - 18 February - Festival of Live Art (F.O.L.A)
- 18 February - Pride March
- 22 - 26 February - Samesame but Different Literary Festival
- 25 February - Pride Party

Pricing:

Registration costs for our 2023 Festival are outlined below.

General pricing:

Free events (includes entry by koha):	Free
Ticketed events up to \$30 (adult full price):	\$150 + GST
Ticketed events over \$30 (adult full price):	\$250 + GST

You will be invoiced for your event once the agreement with Auckland Pride is signed, which won't be due until after the Festival. If your event is supported financially by Auckland Pride your fee will be waived.

Venue information:

In order to have an event, you'll need to have a venue. While you don't need to have one confirmed for the EOIs, we suggest you confirm it sooner rather than later. A number of Auckland's favourite arts and events venues open their doors for Auckland Pride and look for artists with whom they can collaborate.

Arts venues, such as Theatres, gig spaces and galleries, all programme their own series of events. Some venues, such as Q Theatre and Basement Theatre, have formal Pride application processes (more details below), but it's always best to reach out sooner rather than later to see if they can accommodate your event.

Outdoor events - if you'd like to hold an event outdoors (for example, in your local park), you'll need to obtain an event permit from Auckland Council (and have a wet weather plan!)

If you have any questions about finding a venue or where to start, get in touch with our Creative Director Nathan Joe, at nathan@aucklandpride.org.nz

Q Theatre - Summer at Q:

Submissions for Q Theatre open on the 1st of September, and close on the 7th of October. To learn more, visit the [Q Theatre website](#) or if you would like to discuss any Summer at Q specifics, please email Padma Akula, Producer | Kaihautū padma@qtheatre.co.nz

Basement Theatre:

Submissions for Basement have formally closed, however the programming team welcome any inquiries and are always happy to discuss late submissions. For more information email: programming@basementtheatre.co.nz

Factory Theatre:

The Factory Theatre (Onehunga) is seeking submissions for Pride month next year! They have space to programme everything from shows (including full seasons, or one-offs), exhibitions, workshops, presentations and all manner of creative expressions. For more information email: info@factorytheatre.org.nz

Marketing & Publicity:

As part of our 2023 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 will advertise your event in the following ways:

- An event listing on aucklandpride.org.nz
- Adding your Facebook event to the Auckland Pride Facebook page
- Featured in the daily "what's on" social media content during the festival
- Digital Pride Guide available on aucklandpride.org.nz
- Have access to our publicity team at Elephant Publicity to promote your event
- Distribution of any print material

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

Submission:

Expressions of Interest forms are available on our website, or if you would prefer a different method of submission, (in another language, recorded video/audio, etc.) or need support to complete your application, please contact Creative Director Nathan Joe.

While the written application outlined below will provide us with context about your practice, we are considering it as merely an entry point to the whole process. We will do our best to meet with and be in conversation with as many applicants as possible. For this reason, we encourage you to apply earlier rather than later. Conversations with artists will be scheduled as applications are received.

Submitting this expression of interest isn't a confirmation or commitment, if you don't get accepted to the venue you apply for or you're unable to do the show as planned - there's no expectation for you to continue as submitted! Please just get in touch with us to let us know.

Nathan Joe

Creative Director

nathan@aucklandpride.org.nz