



FESTIVAL REGISTRATION INFORMATION

PRIDE MONTH
3-28 FEB 2021

About the 2021 Auckland Pride Festival:

For the first time, the 2021 Auckland Pride Festival is a month long! Pride Month will last from 3–28 February 2021 and Auckland's rainbow communities will come together to celebrate our unique mix of cultures, sexualities and gender identities in Aotearoa New Zealand's most super-diverse city! Moving forward into its ninth year, the Auckland Pride Festival is New Zealand's largest and loudest social and cultural programme of events for our rainbow communities.

Auckland Pride produces Tāmaki Makaurau's annual Festival of events for rainbow communities, and in 2020 celebrated its eighth consecutive Pride Festival. Our mission is to produce an inclusive festival that reflects the diversity of Tāmaki Makaurau's queer communities, connecting and celebrating past, present, and future.

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 OurGala, OurMarch, and OurParty, and events produced by artists, community organisers, and organisations.

2020 was Auckland Pride's largest festival to date, with over 150 events and an audience of more than 60,000 between the 1st and 16th of February. 75% of events were free, they were more regionally dispersed, and had a renewed focus under the festival's theme of Our Liberation, Our Celebration, Our Pride.

Auckland Pride's signature event, OurMarch saw over 7,000 of our community participate in an energetic, community-led hīkoi that celebrated our rainbow communities and pushed for change in Aotearoa and beyond.

The 2021 Festival will feature a wide array of individual events – including theatre and cabaret, comedy, live music, dance, visual art exhibitions, film and digital media, literature, poetry, debates and discussions, drag and burlesque, youth events, workshops, sports and recreation, food and markets, gardening, pets, pageants, parties – and any other activity that showcases the incredible creativity, passion and storytelling ability of our multi-talented rainbow communities!

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

Welcome back to the Festival, eh! We've made a few changes to our requirements of event producers for the 2021 Auckland Pride Festival.

The first is around Covid-19, it's changed our lives this year and has changed the Festival for 2021. First, all events will need to have registrations available online beforehand, in person at the event, and display a unique NZ Covid Tracer QR code. Second, you'll need a contingency plan in case Auckland moves up alert levels - we've seen how this has disrupted the events and arts industries in August, so we need to make sure we're ready. You can develop this with us, and it may look like allowing for social distancing inside your venue at Level Two, or holding it online at Level Three.

We've partnered with EventBrite to bring cheaper ticketing rates to event producers, and to ensure a one stop shop for all events in the Pride Festival to have registrations available. There is great integration with Facebook, Mailchimp, and our website - which makes it easier for you to sell tickets and get more people to your events all at a lower cost.

Festival dates, registration deadlines, and pricing. As you've probably seen, we're now a month long! This means there's more time for you to hold your event, and less clashes with others. This comes with new registration deadlines for early-bird, general, and late registrations too. We've also slightly increased our rates for ticketed events in the Festival, as they now make up a smaller portion of our Festival and this reflects Auckland Pride's increased investment in marketing, and support that we provide to events.

You'll now need to sign on the dotted line. Before, we've operated without an official agreement between us, and it meant there was some confusion around our obligations to each other! So to make it easy, we'll flick an agreement your way after you've registered your event. This will put in writing things like the registration fee, the comps you have to hold for us, use of our logo, access to marketing platforms, our obligations to you, and some legal things to cover us both.

Registering with Proud Centres, or the Pride & Spark Empowerment Initiative is now an automatic registration in the Auckland Pride Festival. We've streamlined the process to make the registration page a one stop shop for all things Auckland Pride 2021.

Got any questions? Get in touch with us at festival@aucklandpride.org.nz or keep reading below. We're always here to help!

What is a Pride event?

A Pride event is anything you want it to be, because 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, Auckland Pride Festival is here to support you.

Auckland Pride is an open-access community arts and cultural festival, and events in the past have spanned the performing and visual arts, workshops and activism, sport and recreation, from family-friendly picnics, to bottomless brunches and after hours dance parties, there is space in the Pride programme for you to share your Pride with our communities by putting on your own 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 2020 Programme](#)

[Auckland Pride Festival 2019 Programme](#)

[Auckland Pride Festival 2018 Programme](#)

[Auckland Pride Festival 2017 Programme](#)

Where do I start?

With your idea and getting in touch! You don't have to have to be ready to go on sale in order to register your event, 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 team at festival@aucklandpride.org.nz for more help and to chat about your ideas.

Key dates:

- 7 September - Early-bird registrations open
- 4 October - Early-bird registrations close
- 5 October - General registrations open
- 18 November - Auckland Pride 2021 Launch Event
- 29 November - General registrations close
- 30 November - Late registrations open
- 20 December - Late registrations close

3-28 February, Auckland Pride Festival 2021

- 3 February - Opening Karakia
- 4 February - Pride Gala
- 12-13 February - samesame but different
- 14 February - Ending HIV Big Gay Out
- 27 February - Pride March & Party
- 28 February - Closing Event

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 and look for artists with whom they can collaborate.

Auckland Council venues are 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!

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 team at festival@aucklandpride.org.nz

Proud Centres:

The partnership between Auckland Pride and Auckland Council is continuing with the return of the Proud Centres to the 2021 Pride Festival! The Proud Centres turns key community centres from Te Atatū to Ōtara into venues that can be hired for free throughout the duration of the festival. In 2020, these venues hosted fabulous events such as Queen of the South, Queer Scenes, Drag Bingo, multiple sports events, performances, talks, and workshops – over 80 events in total!

The return of the Proud Centres enables more of our communities to put on events across Tāmaki Makaurau, reducing the barriers for new and emerging artists, event producers, and community groups wanting to participate in the festival. Auckland Council are not only providing high quality venues, but will be supporting the development of events.

Whether you have an idea for the Proud Centres or want to deliver an event yourself, submissions are now open! You can submit your idea or event using our Festival Registration form.

Q Theatre:

Q Theatre is one of the most popular venues for events in the Auckland Pride Festival, with split billing meaning that you share the venue with other artists, so you can also share the costs. Q will open for Summer at Q submissions in September

Basement Theatre:

Basement Theatre is a well-loved venue by event producers and the Pride Festival audience. In both their Theatre and Studio space they want to give independent practitioners and companies the opportunity to present brave, innovative and adventurous works. They love supporting emerging NZ work from a variety of makers and mediums. Everything is possible!

Basement submissions are open now, and close at 5pm on November 9th. [Click here for more info.](#)

Event ticketing & registration information:

If you're putting on a show or event, you'll need to promote it, including how people can purchase tickets.

You do not need to have your tickets on sale to register your event, but it is important for you to think ahead about promoting and selling tickets for the event you're planning.

Events as part of Auckland Pride will now have to fall under two categories. Registrations for Auckland Pride Festival events are now **mandatory** to support contract tracing because of Covid-19 – whether they're free or not.

1. **Ticketed events** – people can purchase a ticket online, over the phone or in person
2. **Free/koha events (registered)** – patrons can register for a place, at no cost to them

Ticketed events:

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 retailer is, and what they require from you to get the event on sale.
- If they don't have a ticketing partner, Auckland Pride has partnered with EventBrite for discounted rates for event organisers. This rate is: Paid Tickets - 3% + \$0.49 per ticket sold, plus 2% for Payment Processing. You will need to use EventBrite for ticketing as part of the Auckland Pride Festival if possible, as it assists us in getting an overview in sales, registration numbers, and a single place for Auckland Pride Ticketing to live. There are other benefits, such as Facebook and Mailchimp integration (which means more tickets sold) and better integrated marketing with Pride.
- Check in with the venue about accessibility for patrons with special requirements and what you can do to ensure everyone can enjoy your event (e.g. allocated wheelchair seating, audio feedback loops, non-gendered bathrooms)
- Consider including a ticket for students/concession/unwaged patrons
- Ensure the ticketing page includes information about timing, venues and any other important things for people to know (e.g. is your event family friendly, if it is a show, is there an intermission?)
- Before going on sale, ensure you hold enough tickets for any invited guests, promotional giveaways, reviewers etc.
- To access the Auckland Pride Eventbrite please email festival@aucklandpride.org.nz

Free/Koha Events – attendance by registration:

All free/koha events now require registrations in advance as part of the Auckland Pride Festival. People can still show up without registering, but you will need to ensure that there is a mechanism for them to register at the door, and that you display a NZ Covid Tracer QR code that is unique to your event.

- All venues have a limit on the number of people they can accommodate, so check how many guests your venue is allowed before taking registrations.
- If you are accepting koha donations at the event, ensure you have a koha basket (or similar) for guests to contribute, and someone nominated to look after the koha.
- Ensure the registration page includes information about timing, venues and any other important things for people to know (e.g. is your event family friendly, if it is a show is there an intermission?)
- Check in with the venue about accessibility for patrons with special requirements and what you can do to ensure everyone can enjoy your event (e.g. allocated wheelchair seating, audio feedback loops, non-gendered bathrooms)
- Auckland Pride has partnered with EventBrite for a unified experience for Auckland Pride Event Producers. You will need to use EventBrite for ticketing as part of the Auckland Pride Festival as it assists us in getting an overview in sales, registration numbers, and a single place for Auckland Pride Ticketing to live. There are other benefits, such as Facebook and Mailchimp integration (which means more people signing up) and better integrated marketing with Pride.

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.

- 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 wheelchair accessible?
- 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?
- Does your venue have non-gendered bathroom facilities available?
- Does your venue have an audio feedback loop for hearing impaired patrons?
- Accessibility in arts and events happens in many different ways, and is about taking steps to ensure everyone can participate.

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 to visit their website](#)

Marketing/publicity information:

As part of our 2021 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.

While your event will be promoted as part of the Auckland Pride 2021 programme, you are responsible for promoting your event and selling tickets (if applicable)

Some marketing and promotional activity 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, and integrating your EventBrite listing.
- Producing a poster and flyer (digital flyers and posters can be effective if you can't afford to print physical ones.)
- Physical or digital poster distribution.
- Using electronic mailouts to your personal or professional networks.

Pricing:

Registration costs for our 2021 Festival are outlined below. Events registered before the 4th of October will be eligible for early-bird registration rates.

Early-bird pricing:

Free events (includes entry by koha):	Free
Ticketed events up to \$25 (adult full price):	\$100
Ticketed events over \$25 (adult full price):	\$175

General pricing:

Free events (includes entry by koha):	Free
Ticketed events up to \$25 (adult full price):	\$150
Ticketed events over \$25 (adult full price):	\$250

Late registrations (Nov 30 - Dec 20) will cost the same as general pricing, however inclusion in printed festival collateral like the programme isn't guaranteed. Events will still receive a website listing, social media promotion, and inclusion in the digital programme.

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

What Auckland Pride requires of you:

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

- Key event information, including dates, times, and ticket info (if appropriate)
- Information about your team, including up-to-date contact information and your digital/social channels
- Event imagery to promote your event. This is the hero image Pride will alongside your event listing, and the image you will use to promote the event.
- A description of your event for your event listing.
- Any logos from your organisations or supporters.
- The webform has spaces for all of this information, so make sure to follow the prompts and get in touch with festival@aucklandpride.org.nz if you have any questions.
- A contingency plan for different Covid-19 Alert Levels. We're happy to work this through with you (and we don't need it right away) but it's good to plan ahead in case Auckland is at a heightened Alert Level as we will have limited time to activate this contingency plan in the event Auckland moves up a level.
- This year Auckland Pride will require event organisers to sign an agreement with Auckland Pride. This isn't anything major, but will just put everything in writing around logo use, the registration fee, and a bunch of other things outlined in this document - to ensure clarity for everyone involved!

Pride & Spark Empowerment Initiative

Auckland Pride has renewed its partnership with Spark for the return of the Pride & Spark Empowerment Initiative! Aimed to help directly resource the community, the Empowerment Initiative provides vital funding to allow independent producers to create the events of their dreams as part of the Auckland Pride Festival programme.

Here's what you need to know:

- Your event needs to benefit rainbow communities in Tāmaki Makaurau
- Auckland Pride will be prioritising events organised by individuals and organisations who haven't had significant involvement in previous Pride Festivals. This is to ensure that the Empowerment Initiative is supporting new and emerging event producers/artists. Regardless, everyone is encouraged to apply.
- You can apply for funding up to \$2,000 for your event.
- The application form is part of the registration form, so if you need funding you can apply through there.
- Applications close at 10pm 1 November 2020, successful applicants will be notified on the 18th of November and announced at the Pride Launch on the same day.

Marketing opportunities through Pride:

Auckland Pride will be investing in multi-channel marketing for the 2021 Festival, ensuring every event in the Festival Programme will benefit from a heightened awareness of the Festival. 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
- Printed Pride Programme
- Have access to our publicity team at Elephant Publicity to promote your event
- Distribution of any print material

Auckland Pride is committed to working with you to ensure your event is marketed as wide and as effectively as possible, and our team will explore any further opportunities with you as necessary.

Expectations:

Marketing & Production:

- That you have a nominated event organiser or producer (Auckland Pride will direct all communication to this individual)
- That you provide Auckland Pride with the copy & imagery required to support and promote your show
- That you 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 networks to promote your events
- That you communicate any significant event changes to the Auckland Pride Festival team, to ensure that the festival is sharing the most up-to-date information
- Your event will be promoted as part of Auckland Pride 2021 Marketing & Publicity Campaign, but Auckland Pride is not responsible for producing your event, delivering your campaign or selling tickets on your behalf.
- Auckland Pride Festival team is available to support you to execute and deliver your event. This includes marketing and publicity support, as well as practical and production assistance as available.
- 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]
 - [YOUR EVENT] is part of the Auckland Pride Festival (in online and print event descriptions)

Tickets & Registrations:

You do not need to have your tickets on sale in order to register your event, but we expect that you should have your event on sale when the general festival programme is released in early December. Auckland Pride will be in touch with you regarding the exact dates and on-sale process.

All events with tickets and registrations will reserve 8 tickets/spaces for the Auckland Pride to your event. For events with multiple occurrences (e.g. a show with multiple performances), hold the tickets for the opening night. Members of the Auckland Pride Festival Team and Board can use these tickets to attend and promote the event. In the event that we do not require these, Auckland Pride Festival will notify you in sufficient time to return the tickets to sale, or release registration spaces.

Covid-19 Contingency Planning:

We're currently doing our own contingency planning for what an Auckland Pride Festival would look like at Alert Level Two, or even Alert Level Three. The good news is, we've become far more familiar with online platforms, workshops, and performances – and we wouldn't have to cancel everything!

We expect you to have a contingency plan in place in case we suddenly have to move up alert levels. This may look like you having a plan for social distancing in your venue for less than 100, or for moving your event online. We want to make sure that we can quickly execute a move to change the look of the festival at a different alert level in the unfortunate event of that being necessary. We'll keep you updated and work with you on this, but it's good to start thinking about it.

Kaupapa:

Auckland Pride's mission is to produce an inclusive festival that reflects the diversity of Tāmaki Makaurau and its queer communities, connecting and celebrating past, present, and future. Our values include tikanga, aroha, collaboration and intersectionality.

Events should align with the Festival's mission and the kaupapa of Auckland Pride. Events should be inclusive, accessible, and queer!

We encourage you to be thoughtful of our kaupapa when designing your fabulous event. This kaupapa has been carefully created in partnership with our diverse rainbow communities in Tāmaki Makaurau, and will ensure an incredible festival for all!

A final note from Auckland Pride:

We couldn't put on our fabulous 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 2021 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 Auckland, 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!

Max Tweedie

Director of Pride

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