



FESTIVAL REGISTRATION INFORMATION

2022 Auckland Pride Festival. 1-27 February

About the 2022 Auckland Pride Festival:

Once again the 2022 Auckland Pride Festival will be a Month long! Pride Month will last from 1–27 February 2022 and provide an expanded opportunity for our 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 Gala, March, and Party, as well as events produced by artists, community organisers, and organisations.

In 1972, Aotearoa joined the growing international movement for Gay Liberation. Started by Māori lesbian academic Ngahuia Te Awekotuku with a protest at Albert Park, Gay Liberation quickly spread across the country with groups in Auckland, Wellington, and Christchurch. The first Gay Pride week was held in 1972, and continued to grow across the country.

50 years on, Pride in Auckland has grown from the 10 people at the first Gay Liberation Protest, to an expansive month-long celebrations with tens of thousands of Aucklanders celebrating Pride every February. There's an incredible amount of history in the past 50 years, from the AIDS crisis, Hero Parades, to Marriage Equality, our history is expansive, complex, and important for us to understand as we move forward as a community.

The 2022 Auckland Pride Festival will be themed around '50 years of Pride in Auckland' and are encouraging our event organisers, artists, and community members to reflect on 50 years of Pride. What's the history of the place you're holding your event in? Of the community you're speaking to/working with? Who are the people that need to be acknowledged? Be inspired by a movement, a story or specific piece of history, a moment in time, or an individual.

Ka mua, ka muri, look back in order to walk forward. Take the opportunity to read more about our history, find out more about places and people that are important to our movement and where we are today. Talk to your friends, and community about the history that's important to them. Together, we hope to have a Festival that reflects on the vast history of our communities, that honours our heroes, and is a fountain of knowledge that will strengthen our communities for the years and progress to come.

Contents:

| | |
|--------------------------------------|--------|
| What's new | Page 2 |
| What is a Pride event | Page 3 |
| Where do I start | |
| Key dates | |
| Pricing | Page 4 |
| Venue Information | |
| Event ticketing & registration info | Page 5 |
| Access Pride Fund | Page 6 |
| Event accessibility info | |
| Pride & Spark Empowerment Initiative | |
| Marketing & Publicity | Page 7 |
| COVID-19 | |
| What Pride requires of you | Page 8 |
| Expectations | |
| Auckland Pride Kaupapa | Page 9 |

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

Welcome back to the Festival, e hoa! While we've made a couple of slight adjustments, the Festival setting are largely the same as they were in 2021.

COVID-19 continues to loom large over the Festival, especially with new variants and the projected end of our vaccination programme so close to the Festival. Our approach to COVID-19 in 2021 was a success, and our communities and event organisers are now familiar with our response which we will roll out as necessary.

You will once again need a contingency plan if Auckland was to move Alert Levels, need registrations for all free events through EventBrite, and ensure an NZ COVID Tracer QR code is displayed at your event. You can read more in our revised [How To Plan Pride in a Pandemic](#) resource.

We've kept our registration pricing the same as in 2021, and have slightly brought forward key dates. We continue to move the Festival deadlines earlier each year to make it easier us to promote the Festival's events and support a large programme. All registrations will close on December 12.

We have a new initiative, the Access Pride Fund, aimed at increasing the accessibility of the events in our Festival, removing financial barriers for our event organisers and increasing participation of disabled people in Pride.

Make sure to check out updated info about the Proud Centres, Q Theatre and Basement submissions, as well as information about the Pride & Spark Empowerment Initiative.

Otherwise, you're up to date! If there's anything that you want to know that isn't covered in this doc, feel free to flick us a message at festival@aucklandpride.org.nz

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 arts, cultural, and community 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 2021 Programme](#)

[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:

- 11 October - General registrations open
- November - Auckland Pride Launch & First Release Programme Launch
- 28 November - Second round of Pride & Spark Empowerment Initiative closes
- 28 November - Access Pride Fund applications close
- 12 December - All Festival registrations close

1-27 February, Auckland Pride Festival 2022

- 1 February - Tuwheratanga
- 3 February - Pride Gala
- 13 February - Ending HIV Big Gay Out
- 18 - 20 February - samesame but different literary festival
- 26 February - Pride March & Party
- 27 February - Festival Closing

Pricing:

Registration costs for our 2022 Festival are outlined below. Events registered before the 11th 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 |

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

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 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!

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 Proud Centres are back for Pride 2022! The Auckland Council initiative will once again open up Tāmaki Makaurau's Community Centres for programming across February 2022. Proud Centres events will receive production support to make their event a reality in a community centre, 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 team can help make your event happen - and make it free and accessible for all.

Q Theatre:

Summer at Q Submissions are now open! Q Theatre's annual celebration of independent makers is designed to give artists and audiences a chance to take risks but with some cosy marketing and technical support provided by Q. Submissions close October 17. **[More information here.](#)**

Event ticketing & registration information:

Events as part of Auckland Pride fall under two categories. Registrations for Auckland Pride events are now mandatory to support contact 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, complimentary tickets for Auckland Pride 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 there is a Covid Tracer QR code on display.

- 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.
- 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.

Access Pride Fund:

The Access Pride Fund is our newest initiative aimed at increasing the accessibility of the events in our Festival, removing financial barriers for our event organisers and increasing participation of disabled people in Pride.

Thanks to our Core Funding Partner, Foundation North, the Access Pride Fund will distribute small amounts of funding for event organisers to pay for changes (such as those listed above) to their event that will make them more accessible. Applicants must identify areas of improvement for their event and how they'll improve it, with the amount of funding they need.

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. Auckland Pride has an accessibility checklist you should use to assess your event and increase accessibility for all. [Click here to download the checklist.](#)

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?

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](#)

Pride & Spark Empowerment Initiative

Auckland Pride has renewed its partnership with Spark for the return of the Pride & Spark Empowerment Initiative! Aimed at directly resourcing our diverse communities, 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.

There are two rounds of funding for the Pride & Spark Empowerment Initiative. They are:
2 August - 10 October, with notifications on or before the 22nd of October
11 October - 28 November, with notifications on or before the 10th of December

Here's what you need to know:

- Your event needs to benefit rainbow communities in Tāmaki Makaurau
- Auckland Pride will be prioritising events that wouldn't otherwise be able to go ahead if they didn't receive funding. We will also give priority to diverse communities participating in Pride, and events that are significant to the Auckland Pride Programme.
- You can apply for funding up to \$2,000 for your event.
- Your application will be assessed by a decision making panel independent of Auckland Pride, their decisions on funding amounts are final and will not be reviewed.
- You can find the full terms and conditions on the application form on the Registration page

Marketing & Publicity:

As part of our 2022 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
- Printed Pride Programme
- 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 responsible for promoting your event and selling tickets.

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 EDMs to your personal or professional networks.

COVID-19

In 2021 the Auckland Pride Festival was impacted by two lockdowns in response to community cases of COVID-19, and our response to those two lockdowns was regarded as industry-leading. Because of the ongoing threat of variants, and the Government continuing to follow an elimination strategy alongside vaccination of the population, we are preparing our response once again to ensure we're prepared in case a change in Alert Levels is needed to stamp out COVID-19 in the community during the Festival.

With this response, we ensured the safe execution of every Auckland Pride event in 2021, we had high compliance with contact tracing, and were in regular contact with health officials. Our response is once again about the safety of our participants, and our wider communities. We have done this before successfully, and with our event organisers and community on board with our response we know we can do it again.

All event organisers will need to follow the direction of Auckland Pride and the requirements of their COVID-19 response.

[Read our full plan and advice to event organisers here.](#)

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 ticketing/registration info
- 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 COVID-19 plan and NZ COVID Tracer QR codes at your event.
- Auckland Pride requires 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!

Expectations:

Marketing & Production:

- That you have a nominated event organiser or producer (Auckland Pride will direct all communication to this individual)
- 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 the Auckland Pride 2022 Campaign, but Auckland Pride is not responsible for producing, marketing, or selling tickets for your event.
- The Auckland Pride Festival team is available to support you to 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)

On-sale dates and event announcements:

You should try to 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.

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.

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 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 2022 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!

Max Tweedie

Executive Director

director@aucklandpride.org.nz