SPONSORSHIP PROSPECTUS 2022
Thank you for considering supporting the very first LGBTQIA+ celebration festival for Taranaki, OUTfest Taranaki 2022. The festival week runs from 4-10 April 2022 with our major events happening on 8, 9 and 10 April at the Plymouth International. Whether you are looking to sponsor our events, advertise to our audiences or assist us with a service we need, we are excited to present the following information to assist you with making an informed decision on the investment you wish to make.

To discuss any of the sponsorship options, or a possible variation to them to suit your preferences, please do not hesitate to contact Sunita at outfesttaranaki@gmail.com or by phoning 0226579624.

On behalf of OUT & PROUD Taranaki Charitable Trust, thank you for taking the time to consider being a part of this wonderful event. We look forward to hearing from you.

Kind regards,

Daniel, Shannon and Sunita
OUT & PROUD Taranaki Charitable Trust Board
ABOUT THE EVENT

It’s 2022 and Taranaki is yet to hold the regions first LGBTQIA+ (Pride) Festival!

Although we did attempt to do it a couple of times, COVID had other plans. However, with the new Traffic Light System in place and ensuring we are clear on our protocols and having alternative plans in place ready to implement, we believe it will be very difficult for COVID to get in the way this time. Plus we, the board, are super tenacious!

It is time for Taranaki to be put on the inclusive map, show our support and acceptance for diversity. Its time to provide a celebration for our rainbow community to feel comfortable and safe being their true unique selves no matter what stage in their journey they are in.

OUTfest Taranaki is 4-10 April 2022 but we are keeping our major events few to ensure their success.

The three main events are:

- **Friday 8 April 2022 – The Rocky Horror Picture Show Pride Edition.** Flash Mob Entertainment has been directing this production for several years with sell-out success both locally and nationally through previous tours. OUT & PROUD Taranaki are proud to produce this show as part of a special Aotearoa Pride Festivals Tour with a full Taranaki cast where gender and orientation are celebrated. This particular version will include more queer content including symbolism, props and a real-life professional drag queen playing Dr Frank-N-Furter.

- **Saturday 9 April 2022 – 80s Prom Dance Party.** This is an event for our LGBTQ+ community to party the night away and reenact their school ball but this time with the person they want to be with rather than who they are allowed. Attendees with enjoy all the perks and nostalgia of a typical school ball and the punch is DEFINITELY spiked! TVNZ’s House of Drag Season 2 winner, and Taranaki-born queen, Spankie Jackzon, will be hosting alongside Erika Flash ensuring all the glitz and glamour possible. A selection of canapés and grazing food will be served throughout the night and everyone can dance the night away with international gay dance DJ, Jordan Eskra spinning the 1s and 2s. This event also acts as a fundraiser for our June National Schools Pride Week events and other OUT & PROUD events.

- **Sunday 10 April 2022 – The Boujie Brunch.** Unfortunately we had to cancel Anita Wigl’it’s one-woman show in August 2021, so we have asked her back to host and perform as we all recover and wind down with a Sunday buffet brunch and mimosas at the poolside room of the Plymouth International. Anita Wigl’it won the title of Miss Congeniality on the international television reality series, RuPaul’s Drag Race Down Under, in 2021 and is the co-owner of Auckland’s premiere drag cabaret venue, Caluzzi.
ABOUT THE TRUST

OUT & PROUD Taranaki Charitable Trust is the charity and community-based branch of Flash Mob Entertainment which has been running events and education with a strong queer focus in Taranaki and all over New Zealand since 2013. The idea of creating the Trust was to ensure a separation of the business and the community/not-for-profit activities and clarity of intentions.

Sunita Torrance (She/Her) is the owner and director of Flash Mob Entertainment and is a vocal and stoic ally, activist and advocate for the rainbow community. And was awarded a Kiwibank Local Hero title in 2021. She is also one of very few bioqueens (cis female drag queen) in Aotearoa and creator of Rainbow Storytime which is also under OUT & PROUD Taranaki Charitable Trust. She has also written and facilitates the Ally Courses which will launch in 2022 where businesses, workplaces and the public can learn how to do better and be better supporters and allies to the rainbow community. This is great for professional development and for businesses to be seen as supporters to the community.

Daniel Lockett (He/Him) has been living in Taranaki for six years having moved back from London. He has been involved with Flash Mob Entertainment for five years having been a performer and manager for the company including taking on and excelling in the role of Dr Frank-N-Furter in The Rocky Horror Picture Show.

Daniel is loud, out and proud and his side-persona Erika Flash (She/Her) is an extension of his flamboyant personality and amazing musical theatre talents. He has been so extremely lucky to have such fantastic support from his family, friends and theatrical communities and he hopes that his confidence and positive attitude can be used toward mentoring and supporting the Taranaki youth who may be struggling with identity and orientation.

Daniel and Erika are the role models Taranaki needs for living life authentically and have a huge ambition and drive to succeed in the world of drag where there are only two professional drag queens in town but are making their mark on the national scene.

By day a talented hairdresser at KN Hair CoLab, the partnership of Daniel and Sunita (Danita) has been a force to be reckoned with when it comes to every project they do.

Shannon Novak (pronoun neutral or He/Him) is an artist and LGBTQIA+ activist now based in Auckland. He works with local LGBTQIA+ communities to identify local LGBTQI+ challenges and addresses how those challenges might be met. He is the founder and director of the Safe Space Alliance, a global non-profit LGBTQIA+ led organisation that helps people identify, navigate, and create safe space for the LGBTQIA+ community worldwide. He is also co-founder
of the Conversion Therapy Action Group (CTAG) that has been working with parliament to achieve a ban of conversion therapy in New Zealand.

Shannon was born in New Plymouth and grew up in Oakura. During his time in Taranaki he was co-founder of Bent, a LGBTQIA+ youth group in the 90’s. Shannon became friends with Sunita in the 90s through working together for a New Plymouth cafe. They managed to reconnect 20 years later thanks to the joys of social media and realising their mutual passion for the rainbow community.

Shannon’s key focus at present is growing acceptance for the LGBTQIA+ community. New Zealand is relatively progressive in terms of LGBTQIA+ rights, but there are still big gaps - and rights don’t necessarily equate with acceptance. Another key focus is the centering and prioritising of QTBIPOC+*, Takatāpui, and MVPFAFF++ communities.

He is also responsible for amazing art installations all over Aotearoa with many featured in Taranaki at Puke Ariki and Govett-Brewster Art Gallery/Len Lye Centre. He was also responsible for the "controversial" Rainbow Region billboard placed on The Mill early this year.

* QTBIPOC is an important acronym that extends our understanding of the larger LGBTQ+ community. QTBIPOC stands for Queer, Trans, Black, Indigenous People of Color.

** An acronym to describe Pasifika identities; Mahu (Hawai’i and Tahiti), Vaka sa lewa lewa (Fiji), Palopa (Papua New Guinea) Fa’aafafine (Samoa) Akava’ine (Rarotonga), Fakaleiti (Tonga), Fakafifine (Niue). The abbreviation is gaining increasing use to signify the existence of different Pacific cultures that have a strong presence in New Zealand. Other terms include Fakaleiti, Raerae, and Fafafine.
ABOUT OUR TARGET DEMOGRAPHIC

Whilst we need and encourage support from businesses, we want to be clear that this is an event for our LGBTQ+ people first and foremost. This is about giving them visibility and a space that currently does not exist in Taranaki. Most big cities have nightclubs and bars that have a gay vibe, however we only get that in Taranaki when Flash Mob Entertainment or OUT & PROUD Taranaki put on an event.

We need to remember this is a celebration for this community as it’s about lifting them up in our region and letting them know that they are accepted, welcome and loved for who they are. Everyone that attends these event will need to follow our conditions of entry and all allies that do attend need to be exactly that, an ally and supporter.
SPONSORSHIP OPTIONS

We are offering varying levels of sponsorship and advertising options to suit a range of budgets. With what we have all been through this year, we want every opportunity for businesses big and small to play a part in the success of this event and be able to reciprocate the “support local” attitude.

Below are the details of the return for varying levels of sponsorship. Each package is somewhat flexible at OUT & PROUD Taranaki’s discretion, and tailored options can be discussed to suit your commitment and return. Once a decision has been made on which package you would like to support us with, a formal agreement will be sent confirming each party’s expectations.

Please note OUT & PROUD Taranaki reserves the right to decline offers of or cancel sponsorship where they feel there is a conflict of interest or we do not believe that there is full, genuine support of the LGBTQ+ community and the values and kaupapa of OUT & PROUD Taranaki. We want to ensure that both ours and your tautoko is aligned. If we have similar businesses wanting to be involved, we will hold a discussion with both to determine if you are both comfortable to be alongside each other or if exclusivity is preferred.

**Artwork shown is only an indicative visual example, these are not the final images for marketing.**
ROCKY HORROR PICTURE SHOW (NAMING RIGHTS)
Value: $5000 cash
One available

A cast and crew of 20 all-Taranaki talent take the stage for our very famous shadowcast event. A fully immersive show where the audience feels like the actors on screen have come out (no pun intended) and are experiencing the movie in their laps (literally). Flash Mob Entertainment have been producing this show for five years and it has been a sell-out success everywhere it has been staged.

Return:
- Lead placement on all marketing material including printed for show
- Mentions in all press releases and articles (where possible)
- Full-page advertisement in festival programme
- Thank you to your brand mentioned live by the show’s host
- Logo placement at the show on big screen prior to and during interval of show
- Depending on the business, we may also be able to incorporate something of yours into the show as a prop/product placement
- 10 complimentary (up front) seats to the show
- Free private 90-120 min Ally workshop for your business
80s PROM GALA (NAMING RIGHTS)
Value: $5000 cash
One available

TVNZ House of Drag Season 2 winner, Spankie Jackzon, and the stunning singing Taranaki queen, Erika Flash, will be hosting a nostalgic night of 80s glam.

This is a chance for our brothers and sisters to re-do their senior prom but this time to bring the person they were meant to bring the first time. Attendees with enjoy all the extras of a classic school ball including gorgeous food, awards, entrance photos, photo booth and snowball dances then we switch into party mode for the ultimate gay dance party with top DJ, Jordan Eskra spinning the tunes until curfew.

Return:
- Lead placement on all marketing material including printed for evening
- Mentions in all press releases and articles (where possible)
- Full-page advertisement in festival programme
- Thank you to your brand mentioned live by the show’s host
- Logo placement at the show on big screen prior to and during interval of show
- Four complimentary seats at the sponsors table for the show which includes 2-course meal
- Free private 90-120 min Ally workshop for your business

OUTFEST
80s Prom Dance Party
7pm Saturday 9th April 2022
Plymouth International

Featuring:
- Erika Flash
- Spankie Jackzon
- Jordan Eskra (DJ)

Dress in your 80s best and have a do-over of your prom night to celebrate our LGBTQ+ community!

www.outandproud.org.nz for all ticketing and information
THE BOUJIE BRUNCH (NAMING RIGHTS)
Value: $3000
One available

Rupaul’s Drag Race Down Under star and Miss Congeniality winner, Anita Wigl’it, hosts and performs our wind down Boujie Brunch to shake off those questionable hangover symptoms and mask any regrets. A full buffet breakfast, mimosas and plenty of laughs are to be had as we close off OUTfest Taranaki 2022. The pool and spa will be available for use just outside the poolside room we will be using at the Plymouth International Hotel.

Return:
● Lead placement on all marketing material including printed for event
● Mentions in all press releases and articles (where possible)
● Full-page advertisement in show programme
● Thank you to your brand mentioned live by the show’s host
● Six complimentary seats to the brunch
● Free private 90-120 min Ally workshop for your business
GLITTER SPONSOR
Value: $1000 cash
Six available
Can be applied to your choice of event or just as a general sponsorship

Return:
● Placement on all marketing material
● Logo in sponsors list in festival programme
● Thank you to your brand mentioned live by the show’s host
● Four complimentary seats to the The Rocky Horror Picture Show
● Free private 90-120 min Ally workshop for your business

RAINBOW SPONSOR
Minimum Value: minimum $200 or product/services to the same value

Return:
● Business name listed in festival programme
● Thank you to your brand mentioned by the event’s live host
● 4 complimentary seats to the The Rocky Horror show
● Free allocations to public 90-120 min Ally workshop for your business

Examples of products/service we would be looking at are:
➤ Posters/Programme printing and design
➤ Coreflute billboards
➤ Event staff/crew t-shirt printing
➤ Audience props kit needs (we can provide a list of items)
➤ Technical items hire or purchase (sound/lighting)
➤ Event videography
➤ Decorations
➤ Show consumables (makeup/SFX products, stage props materials)
➤ Prizes to giveaway