



SPONSORSHIP PROSPECTUS 2023



Thank you for considering supporting the second LGBTQIA+ celebration festival for Taranaki, OUTfest Taranaki 2023. The festival week will run from 27 March – 2 April 2023 with events occurring during that week and leading up to it all around the maunga. 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 and Sunita
OUT & PROUD Taranaki Charitable Trust Board

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ABOUT THE EVENT

In April 2022, we ran Taranaki's first LGBTQIA+ Pride Festival and even with the struggles of COVID-19 we found great success and a more than supported time with all scheduled events selling out and an absolutely beautiful free family-day in Huatoki Plaza.

[Click here to check out the highlights video Likuid Media made for us!](#)

The official feedback for our event was all positive with comments such as:

"New Plymouth came alive with colour and vibrancy."

"Atmosphere was amazing."

"The atmosphere was very happy, friendly and accepting of all. Loved the vibe"

"How resourceful people were considering the state of covid. The kindness, inclusion and understanding of all people helping with the event."

"Great energy and lovely people!"

With the experience of 2022, we truly believe that this event is not only wanted but needed in our region. So here we are, making an early start to planning for 2023.

With the recent occurrences of extreme hate and harm to the rainbow community in Aotearoa and even in our small region, we hope that this shows everyone how important it is to support them, stand with them and create safe spaces for them. We are nowhere near being accepting and inclusive and it takes a lot of individuals to face up against those that try to hurt our community.

In 2023 we will be creating more events, making more noise and having more of a voice with a full schedule of events including in other parts of Taranaki.

Planning has already begun and we have been working hard with fundraising to help reach our goals.

We aim to have a great range of events again for all age groups and demographics and ensure we are as accessible as possible.

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 Haus of Flash Ltd, 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 launched 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.

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.

OUTfest will be catering to every single age group from toddlers with Rainbow Storytime to the elderly who tend to be forgotten and left out of rainbow celebrations very often.

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 events 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.

NAMING RIGHTS SPONSORSHIP

DANCE PARTY NEW PLYMOUTH

Value: \$3000 cash

One available

R18 dance party in a venue in CBD, New Plymouth. Top gay DJ, Jordan Eskra, will be playing all the best house music that has seen every one of his parties all over the world sell out. There will be spot entertainment, VIP area and we will bring the club scene to New Plymouth like it has never seen before!

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 event hosts
- Signage welcome at event
- 6 complimentary VIP admission to the event
- 8 spaces at the sponsors-only launch event
- Free private 90-120 min Ally workshop for your business for up to 20 people

DRAG BRUNCH NEW PLYMOUTH

Value: \$3000 cash

One available

Join our amazing Glambassadors, drag queens, plus guests for the best way to spend your Sunday morning! Bubbles, breakfast and boujie-ness!

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 event hosts
- Signage welcome at the event
- 6 complimentary seats at the sponsors table for the event
- 8 spaces at the sponsors-only launch event
- Free private 90-120 min Ally workshop for your business for up to 20 people

YOUTH EVENT NEW PLYMOUTH

Value: \$2000 cash

One available

This wasn't able to happen in 2021 and 2022, but we do have \$2500 funding already in place from TOI Foundation to contribute to a youth event during OUTfest 2023. We are looking at holding a roller disco.

Return:

- Lead placement on all marketing material including printed for event
- Mentions in all press releases and articles (where possible)
- Half-page advertisement in show programme
- Thank you to your brand mentioned live by the event hosts
- Signage welcome at the event
- 6 tickets to the event to use or giveaway
- 4 spaces at the sponsors-only launch event
- Free private 90-120 min Ally workshop for your business for up to 20 people

STREET EVENT HAWERA

Value: \$3000 cash

One available

A family-friendly event in Hawera's main street that will run from late afternoon to early evening with entertainment and vibrancy for the town on a Friday night.

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 event hosts
- Signage welcome at the event
- 8 spaces at the sponsors-only launch event
- Free private 90-120 min Ally workshop for your business for up to 20 people

FREE FAMILY DAY NEW PLYMOUTH

Value: \$4000 cash

One available

A completely free, all-ages, family event during the day in town with a full-schedule of shows and performances and entertainment, gala stalls, information stalls, roving entertainment and more rainbows than you can shake a stick at!

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 event hosts
- Signage welcome at the event
- 10 spaces at the sponsors-only launch event
- Free private 90-120 min Ally workshop for your business for up to 20 people

OTHER SPONSORSHIP OPTIONS

GLITTER SPONSOR

Value: \$2000 cash

Six available

Can be applied to your choice of event or just as a general overall sponsorship

Return:

- Placement on all marketing material
- Logo in sponsors list in festival programme
- Thank you to your brand mentioned live by the event hosts
- Four spaces at the sponsors-only launch event
- Four complimentary spaces on a public Ally Training course

GLAMBASSADOR SPONSOR

Value: \$2000

Put your name alongside some of Aotearoa's greatest queer artists who will be our OUT & PROUD Glambassadors for 2023. From drag queens to DJs to singers to TV personalities to influencers, they will be proudly wearing your brand for the week.

This sponsorship will help cover the expenses of having these Glambassadors come to Taranaki including their transport, accommodation, performance fees and meals.

We will be finalizing our 2023 Glambassadors in December 2022.

Return:

- Placement on all marketing material
- Logo included on Glambassador's announcement
- Logo in sponsors list in festival programme
- Thank you to your brand mentioned live by the event hosts
- Photo opportunities with your Glambassador
- Video thank you from your Glambassador for your social media and publicity
- Four spaces at the sponsors-only launch event
- Four complimentary spaces on a public Ally Training course

RAINBOW SPONSOR

Minimum Value: minimum \$500 or product/services to the same value

Return:

- Name on sponsors list in festival programme
- Thank you to your brand mentioned live by the event hosts
- Two spaces at the sponsors-only launch event

SEQUIN SPONSOR

Value: under \$500 or product/services to the same value

Return:

- Name on sponsors list in festival programme
- Thank you to your brand mentioned live by the event hosts

Examples of products/service we would be looking at are:

- Posters/Programme printing
- Coreflute billboards
- Pull up signs
- Event staff/crew t-shirt printing
- Technical items hire or purchase (sound/lighting)
- Tables and chairs hireage
- Marquee hireage
- Food and Alcohol
- Accommodation
- Advertising
- Event videography and photography
- Van/Bus hireage and drivers to transport people to events and artists
- Decorations
- Prizes to giveaway
- Staffing (experienced security staff, hospitality staff, police vetted working with children staff)