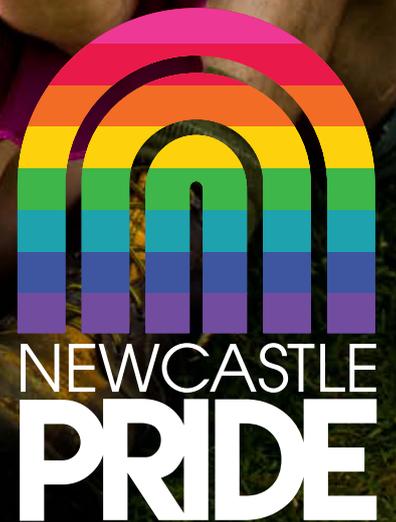


SPONSORSHIP OPPORTUNITY
NEWCASTLE PRIDE FESTIVAL
Thursday 22 August – Sunday 25 August

2019



We invite you to be a
sponsoring partner of this
exciting diverse event

Photo courtesy of The Newcastle Herald/Simon McDerby

NEWCASTLE PRIDE FESTIVAL SPONSORSHIP INVITATION

Newcastle Pride is about celebrating
diversity, inclusion and acceptance.

FREEDOM TO BE ME!



Dear Potential Sponsor,

Following the acclaimed success of our inaugural 2018 Newcastle Pride Festival with 7,000 people in attendance and an atmosphere that was filled to the brim with energy, love and diversity, **Newcastle Pride Incorporated** is excited to announce that preparations are underway for our **2019 Pride Festival from Thursday, 22 August to Sunday, 25 August 2019.**

Newcastle Pride brings many benefits to Sponsors. As a grass roots event, our Pride Festival builds inclusion and social capital, and enriches the diverse fabric of our community. Also, the Festival is making an important contribution to "diversity tourism" in Newcastle and the Hunter and promoting our area as a "must see" destination.

The 2019 Newcastle Pride Festival program includes:

Thursday, 22 August – "Serving in Silence" exhibition – Local History Lounge, Newcastle Library

This exhibition showcases the history of LGBTIQ military service in Australia since World War II via photographs, objects, documents and life stories of current and former service personnel.

Friday, 23 August – Launch event - "Twisted Cabaret" – Newcastle City Hall

An night of twisted camp carry-on in one of Newcastle's most unique and prestigious venues. There will be two options - a delicious two course meal and show, or show only in the art deco upstairs gallery.

Saturday, 24 August – "Pride Fair Day" - Foreshore Park, Newcastle East

A community family Fair Day with music, market stalls, community information stalls, food stalls, youth workshops, children's activities, Doggywood parade, drag shows and other entertainment.

Saturday evening, 24 August – "Heaven & Hell" Dance Party

Dance party at a popular Newcastle venue. Featuring DJ Victoria Anthony | DJ Mason Andrews and entertainment.

Return to Pipers (LGBTIQ venue in the 1980's)

Return to the 80's a Dance party bringing back memories of the Pipers era. Featuring DJ's and drag shows from Pipers.

Sunday, 25 August – "Short 'n Curlies" Matinée and High Tea

Enjoy a Sunday afternoon matinée of Short Queer Films hosted by our own comical movie reviewers David and Margaret, while enjoying a high tea and a glass of bubbly.

Newcastle Pride invites you to come on board as a Sponsor and assist us in creating social harmony and celebrating community in all its diversity in Newcastle. All events will be open to the general public, and although several of the events will be ticketed, your contribution will assist with off-setting costs such as venue hire, insurance, audio/visual rentals, website and social media management, marketing and general expenses associated with running the Festival.

We are excited about the opportunities which lie ahead. Your contribution will assist in making the 2019 Festival another major success, and build a sustainable future for the event. We are seeking a **Major Sponsor (Diamond), Event Sponsors (Sequin) and Festival Supporters (Feather).**

We want to thank you for your time and your sponsorship consideration

Regards
Lee-Anne McDougall
Newcastle Pride Incorporated
M: 0410 336 487
E: theteam@newcastlepride.com.au

THE DETAILS AND BACKGROUND

The **2019 Newcastle Pride Festival** is Newcastle's second Lesbian, Gay, Bisexual, Transsexual, Intersex and Queer (LGBTIQ) Pride Festival. After a spectacular launch in 2018 we are now looking to establish this as an annual event and accrue benefits to Newcastle and the Hunter in the years ahead. We are here for the long haul.

The inaugural **Newcastle Pride Festival** in August 2018 delivered the following:

- Packed Fair Day with attendance exceeding our expectations. There were an estimated **7,000 people in attendance**, along with 70 retail stalls, 30 community stalls, and 20 food vans and food stalls.
- Main stage with guest MC Jackie Loeb, lots of families, colour and eccentricity.
- Electric and happy atmosphere with diversity, authenticity and many supporters from the wider Newcastle community.
- A diverse program of events including sell-out of all ticketed events within one month.
- Weekend activation of Foreshore Park with activities and attractions for the whole community.

The 2019 Pride Festival will help raise the profile and activities of the local diverse community, and promote the services and businesses that support us.



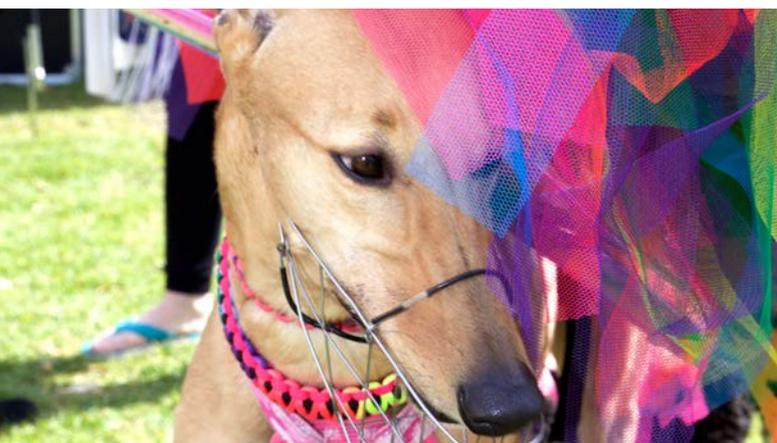
WHY DO WE CELEBRATE PRIDE?

Pride festivals and events give community members the sense of inclusion, a place of belonging and allow them to celebrate who they are in a safe, fun environment without judgement. These events remind us to support and respect each other and show the world that we are a proud and resilient community. Our aim is to make the Newcastle and Hunter Region a safer, happier, healthier and more culturally rich place for all of the LGBTIQ+ community. A place where we celebrate equality, diversity, and authenticity. We all want to be our true selves and be accepted for who we are, regardless of our gender identity or sexuality.

Let's accept people for who they are, celebrate our uniqueness and differences, for it's that which makes for an interesting world.

- Not being afraid, or ashamed, of who we are or who we love.
- Standing together to support each other in adversity and celebrating together in love.
- Celebrating who we are without fear or judgment

Remembering that it's still a fight.





Your sponsorship supports the staging of the Newcastle Pride Festival, and will result in huge exposure to the LGBTIQ community, as well as the mainstream community and other tangible benefits will include:

- Aligning your business or organisation with our diverse community. Our Festival will provide you with a unique networking opportunity to promote your brand and reach thousands of LGBTIQ members and allies. It is an opportunity to reach people of all professions, cultures and ages in a fun and entertaining environment.



Festival participants are receptive audiences that have time to look, listen and hear about your products or services. The Newcastle and the Hunter LGBTIQ community is a sizeable market with a high disposable income. Let us help you get that "Pink Dollar"!

- Promotional material for your organisation will be distributed throughout Newcastle and the Hunter. The reach will also include other LGBTIQ individuals and groups as far afield as Sydney, the Central Coast, Brisbane, Broome, and Perth, as social media now allows us to connect and collaborate with friends and communities from all over the world.



Sponsoring the Newcastle Pride Festival also provides your organisation with the opportunity to:

- Support and encourage the growth of the Festival which benefits both Newcastle and the Hunter
- Support positive change in mainstream attitudes towards LGBTIQ people, and creating a more accepting and inclusive society



We send you the warmest invite to get on board with us in 2019!

*Freedom
To be Me*

2019 SPONSORSHIP CATEGORIES

DIAMOND SPONSOR

Named "Major Sponsor": \$10,000

This Package is to be negotiated, accepted and in place by 1 March 2019.

Diamond sponsorship entitles your organisation to many unique marketing opportunities and benefits, such as:

- Your business or organisations speech at the opening event.
- Your business or organisations corporate promotional video at the Pride Festival launch event "Twisted Cabaret" and all other events where audio visual is used.
- Large Logo placement on the Newcastle Pride Festival Sponsors board as Major Sponsor and displayed in prominent positions at all Festival events.
- Prominent placement of your promotional banner or flags at all festival events (supplied by you).
- Your logo featured prominently as Major Sponsor on all festival marketing material, including Newcastle Pride's website, social media sites, digital print and other promotions provided by our media partners, with a link to your organisation's website and/or social media site for 12 months.
- Your logo electronically displayed at all festival events where audio-visual equipment is used.
- MC recognition as Major Sponsor on main stage at all pride events.
- Corporate table of 8 pax at launch event and 6 complementary tickets to all other ticketed festival events (non-transferable).
- Complimentary 3m x 3m stall (supplied by you) at Fair Day placed in a prominent position.
- Your branded Pride show bag or giveaways or promotional material /special offers to be distributed to guests at all events (materials supplied by you).
- Certificate of Appreciation presented to your organisation.



SEQUIN SPONSORSHIP

Event Sponsor: \$5,000 per event

These packages are to be negotiated, accepted and in place by 1 March 2019. Please tick which event you wish to sponsor.

LAUNCH EVENT

Friday, 23 August - TWISTED CABARET

- An evening of twisted and camp carry on in one of Newcastle's most unique and prestigious venues, Newcastle City Hall. The Cabaret will include a delicious two course meal and show, or show only in the historic upstairs gallery.

Saturday, 24 August - PRIDE FAIR DAY

A community family Fair Day at Foreshore Park, Newcastle East. Music, market stalls, community information stalls, food stalls, youth workshops, children's activities, "Doggywood" parade, drag shows and other entertainment.

Saturday evening, 24 August HEAVEN & HELL DANCE PARTY

Dance party at a popular Newcastle venue. Featuring DJ Victoria Anthony, DJ Mason Andrews and entertainment.

RETURN TO PIPERS (LGBTIQ venue in the 1980's)

Return to the 80's a Dance party bringing back memories of the Pipers era. Featuring DJ's and drag shows from the Pipers days.

Sunday, 25 August "SHORT 'N CURLIES" - Matinée and High Tea

Enjoy a Sunday afternoon matinée of Short Queer Films hosted by our own comical movie reviewers David and Margaret, while enjoying a high tea and a glass of bubbly.

Sequin sponsorship entitles each Event Sponsor to benefits such as:

- Logo placement on the Newcastle Pride Festival Sponsors board.
- Prominent placement your promotional banner or flags at the event you choose to sponsor (supplied by you).
- Your logo electronically displayed as Event Sponsor at the event you choose to sponsor where audio-visual equipment is used.
- Your logo featured prominently as Event Sponsor

on all Festival marketing material, including Newcastle Pride's website and social media sites, digital print and other promotions provided by our media partners, with a link to your organisation's website and/or social media site for 12 months.

- MC recognition as Event Sponsor at all events.
- 4 complimentary tickets to the event you sponsor (non-transferable).
- Certificate of Appreciation presented to your organisation.

FEATHER SPONSORSHIP

Festival Supporter: \$1000 - \$1500

These packages are to be negotiated, accepted and in place by 1 March 2019.

- Logo placement on the Newcastle Pride Festival Sponsors board as a Festival Supporter.
- Your business/organisation details as Festival Supporter on all marketing material, social media and the Newcastle Pride website with a link to your organisation's website and/or social media site for 12 months.
- Thankyou announcements by the MC at all events.
- Certificate of Appreciation presented to your organisation.

This document outlines the Sponsorship packages available for the 2019 Newcastle Pride Festival.

All Sponsorship packages are negotiable and we would be pleased to discuss or tailor a package to best suit your needs.

Should you prefer to make a donation to the Festival, such as gift vouchers and/or monetary donations for prize giveaways and raffles, this also would be greatly appreciated, and would be appropriately acknowledged.

**DISCUSS SPONSORSHIP
FURTHER, PLEASE CALL
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e] theteam@newcastlepride.com.au
www.newcastlepride.com.au**