

Festival Registration

Information



About the 2023 Auckland Pride Festival:

Once again the 2023 Auckland Pride Festival will be a Month long! Pride Month will last from 1–26 February 2023 and provide an expanded opportunity for our takatāpui and 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 March and Party, as well as events produced by artists, community organisers, and organisations.

As the world emerges from the COVID-19 pandemic, we continue to confront new challenges as a connected, global rainbow community. With our lives and rights under threat with new emboldened attacks around the world, a growing outbreak of monkeypox overwhelmingly affecting our community, alongside our ongoing fights for progress here at home - a bold and unapologetic Pride continues to be vital.

After the cancellation of the 2022 Auckland Pride Festival due to COVID-19, the 2023 Festival will be a triumphant return of Pride with a renewed purpose and defiant energy. The stories told will be a significant contributor to this - and we can't wait to see and support the events that you're creating to be presented as part of Pride 2023.

So as the countdown to the 2023 Festival begins, we're finalising our theme and campaign that we'll present the Festival with. But in the meantime as a teaser, we're thinking about how we can uplift stories and communities, how we can take our celebrations of who we are to another level, how we can rise above these new challenges, how we can step up our Festival to reach more people than ever, and how we can ultimately elevate our communities, culture, and city at large.

As the iconic Ciara once said: Level Up.

We can't wait to see what you come up with.

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

Welcome back to the Festival, e hoa! We're excited to share some exciting new changes about the registration process for the 2023 Auckland Pride Festival.

The major change for festival registrations is that instead of filling out a registration form like in previous years, our new website allows us to let you create your own event. The Registration Hub is a central place to manage your events, preview how they'll look on our website, and update its details at anytime. Events will be submitted to the Auckland Pride team for final review before publishing.

You can submit multiple events, update your event's details, and preview them before they're live. The full details of how to use our Registration Hub is on page 4.

If you're submitting to be part of Proud Centres, or to receive funding from the Pride & Spark Empowerment Initiative or Access Pride Fund - there's a separate [submission form](#) to fill out (similar to previous years).

Additionally, we no longer require free events to take registrations or require the use of Eventbrite as a ticketing provider.

Otherwise, you're up to date! If there's anything that you want to know that isn't covered in this doc, email us at kiaora@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 2022 Programme](#)

[Auckland Pride Festival 2021 Programme](#)

[Auckland Pride Festival 2020 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 programme.
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. If you're applying for funding or Proud Centres, submit here: aucklandpride.org.nz/submit/
5. Create an account at aucklandpride.org.nz/registration-hub/
6. Begin registering your event and submit to us for review.
7. We will be in touch with your Festival Agreement once it is ready to go.

If you feel lost at any point, please get in touch with us! Auckland Pride is here to help, so get in touch at kiaora@aucklandpride.org.nz for more help and to chat about your ideas.

Registration Hub:

aucklandpride.org.nz/registration-hub

Register

Head to the Registration Hub link and click 'register now' button. Enter your full details so we can get in touch with you about your event. Once you've entered your details, confirm you're human, and click 'Create My Account'. It's a good idea to use a password manager or save your login information for later.

Our team will need to approve your account. We will be checking regularly to approve accounts, and send you an email once this has been completed.

Login

Once your account has been approved, you can login at aucklandpride.org.nz/login. If you lose your password at any point, you can request a new one on the login page.

My Events

The My Events page is the key page in the Registration Hub. It contains the link to this document, key deadlines, and pricing for registrations. Crucially - it's where you can add, edit, and preview your events for the 2023 Festival.

You can add and register multiple events here too!

Add New Event

To start, click 'add a new event'. First, we'll need your event details. You need to fill out all required fields in this first section to save the event under your account. Unless you've been told otherwise, select the brand as Pride Festival, and the event type as Festival Event.

Go through and enter your event information, you can save as you go through the form and come back to update it later.

Under 'when and where' you'll have to add each individual session when the event takes place. Once you enter your first session, you can duplicate it and update the date or time to save you some time.

At any time, you can click 'save and preview' at the bottom to see how your event will look on our site. This will give you a chance to see it before it goes live, so you can edit any key information, change how it's displayed, or upload new imagery.

Submit Your Event

Once you submit your event to us, we'll review it to check that it has everything that we need in it. Then you'll receive a Festival Event Agreement from us, that encapsulates all the key information about our requirements for being a part of the Festival - and will look very similar to last 2022's agreement.

Once your event is submitted you can still update it if anything else changes. The events will all be published at the same time when our Festival Programme is announced, but even once the event is live you can still make changes to it (if you need to add another image, or cancel a show) - and each time they'll be quickly reviewed by us before those changes are reflected on the website.

Key dates:

- 23 October - Arts & culture EOIs close
- 6 November - Information deadline for First Release Programme
- 22 November - Auckland Pride Launch and First Release Programme Released
- 11 December - All Festival registrations close
- January - Full Programme Announcement

1-26 February, Auckland Pride Festival 2023

- 1-26 February - Te Timatanga
- 12 February - Ending HIV Big Gay Out
- 14 - 18 February - Festival of Live Art (F.O.L.A)
- 17 February - Pride Party at Spark Arena
- 18 February - Pride March
- 22 - 26 February - Samesame but Different Literary Festival
- 25 February - Pride Party in Aotea Square

Pricing:

Registration costs for our 2023 Festival are outlined below.

General pricing:

Free events (includes entry by koha):	Free
Ticketed events up to \$30 (adult full price):	\$150 + GST
Ticketed events over \$30 (adult full price):	\$250 + GST

You will be invoiced for your event once the agreement with Auckland Pride is signed, which won't be due until after the Festival. If your event is supported financially by Auckland Pride your fee will be waived.

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, usually have their own internal programming. Some venues, such as Q Theatre and Basement Theatre have already closed. Other venues such as [Pitt St Theatre](#), Kete Aronui's [Factory Theatre](#) and [TAPAC](#) are great alternatives.

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!)

Funding & Support:

Auckland Pride is committed to increasing support for our communities to participate in our Festivals and each year we are proud to expand on that support.

You can apply through our [Submission Form](#) for Proud Centres and funding. You can do this before or after you register your event through our Registration Hub! Information about the various forms of support we provide is below, please reach out if you have any further questions about how we can help.

Proud Centres:

The Proud Centres are back for Pride 2023! The Auckland Council initiative will once again open up Tāmaki Makaurau's Community Centres for Pride programming across February 2023.

For 2023, Auckland Pride and Auckland Council are working a lot closer together to bring Proud Centres to life. The key Proud Centres coordinator will sit within the Auckland Pride team and work with Community Centre teams to develop fantastic community programming across Tāmaki Makaurau. Auckland Pride is excited about playing a more integral role in the development of the Proud Centres programme.

Proud Centres events will receive free venue hire at community centres across Auckland, production support to make their event a reality, 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 is the perfect place to make it free and accessible for all!

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 community event organisers 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:
17 October - 13 November, with notifications on or before the 21st of November
14 November - 11 December, with notifications on or before the 19th 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, and those that enable diverse communities participating in Pride.
- Priority will be given to community events rather than commercial events.
- 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 submission page.

Access Pride Fund:

The Access Pride Fund is our 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 below) 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.

Applications to the Access Pride Fund will close on the 11th of December, and we'll provide rolling approvals while the applications are open.

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](#)

Event ticketing information:

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 provider and need one, Auckland Pride no longer has a preferred ticketing provider. You will need to provide that for your own event. Options include Humanitix, Eventfinda, or Eventbrite.
- Consider including a ticket for students/concession/unwaged patrons
- Before going on sale, ensure you hold enough tickets for any invited guests, promotional giveaways, reviewers, complimentary tickets for Auckland Pride etc.

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.
- 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!

Marketing & Publicity:

As part of our 2023 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
- 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.
- Producing and distributing a poster and flyer (digital flyers and posters can be effective too)
- Using email marketing to your personal or professional networks.

Expectations:

On-sale dates and event announcements:

You should 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 will reserve 10 tickets for 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, Board, or Partners 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.

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 update your event information using the Registration Hub
- Your event will be promoted as part of the Auckland Pride 2023 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)

Kaupapa:

Auckland Pride's mission is to empower, celebrate, and serve Tāmaki Makaurau's Takatāpui and Rainbow Communities through events, creativity, and advocacy.

Events must align with the Festival's mission and the kaupapa of Auckland Pride. They should be inclusive, accessible, and queer! We may reject event applications that don't align with our kaupapa, or that conflict with major events that we're running.

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!

Terms and Conditions

We have some Terms and Conditions that we apply to all events that are part of the Auckland Pride Festival Programme. Once you have completed the online registration process, you will be provisionally accepted into the Programme. Final Acceptance will be conditional on eligibility, the signing of our Festival Event Agreement, and payment of the Registration fee (if one applies to your event).

Eligibility

Final acceptance in the Programme will be conditional on meeting some basic eligibility requirements. To be an eligible event for inclusion in the Auckland Pride Festival Programme your event:

- must be aligned with Auckland Pride's kaupapa;
- must not be substantially similar to any of API's major events;
- must not promote a sponsor that would create a risk of conflict with API or the Festival's sponsors;

If there's any doubt over whether your event might be ineligible for inclusion, you can feel free to contact us. The decision for whether or not an event is Eligible is made at Auckland Pride's sole discretion.

Festival Event Agreement

Once we've confirmed your eligibility, we will ask you to agree to our "Festival Event Agreement" that sets out expectations on a number of things, including:

- The Registration Fee, and when you're entitled to a refund
- What happens if the Festival can't go ahead for any reason
- Recognition of the festival in your marketing materials
- Your responsibilities as an event organiser
- Our responsibilities as the Festival Organiser
- Some other general terms and conditions

This isn't a full list, but you'll have time to read and consider the full Agreement before you return it to us.

Registration Fee

Finally, once you've signed the Festival Event Agreement, you can pay the Registration Fee (if applicable for your event).

Final Acceptance

Once we've received the Agreement and your Registration Fee, your final acceptance into the Auckland Pride Festival Programme is confirmed.

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 2023 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!

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