

Festival Registration

Information



About the 2024 Auckland Pride Festival:

Auckland Pride is back with a month-long festival celebrating, empowering, uplifting, nourishing and energizing Tāmaki Makaurau's rainbow communities.

We implore you to read this entire document as it contains all the information you'll need for a successful event in the 2024 Auckland Pride Festival.

The Auckland Pride Festival is an annual open-access arts, cultural, and community Festival. The full month of February is interwoven with major events delivered by Auckland Pride, such as the March and Party, as well as events produced by artists, community organisers, and organisations. This is a by and for the whole rainbow community.

After a hard few years, and ongoing challenges both internationally and here in Aotearoa, visibility, celebration, service and safety for our rainbow community feels more important than ever. Even in the face of tough times we feel excited and hopeful when we look at our beautiful community. A community that has proven time and again how we can be each other's safe place and each other's family and how we can make a dance floor pop like nobody else. This is the spirit of Pride going forward, we need each other for survival, but we also need each other for joy. Let's do this together!

So as the countdown to the 2024 Festival begins, we're excited to announce the theme, ahead of the campaign, of **Beyond Paradise**. This year, we're excited to be doing things a bit differently. We've been thinking about how our theme can more cohesively tell the story of our festival, as well as engage with more conscious programming, alongside inspiring the stories and communities at our festival at large. We invite our artists and organisers to engage with this theme in whatever way they choose, lean into it, argue with it, build your paradise, head beyond into the cosmos, be together in new and yet unimagined ways, throw a party, join us in heading beyond.

As José Esteban Muñoz says:

"Queerness is not yet here. Queerness is an ideality. Put another way, we are not yet queer, but we can feel it as the warm illumination of a horizon imbued with potentiality."

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

Last year, we had a major change for festival registrations. 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 any time. Events will be submitted to the Auckland Pride team for final review before publishing.

On the Hub 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.

Additionally, we no longer require free events to pay registration fees or require the use of Eventbrite as a ticketing provider. We have also lowered our registration fees for events with a lower ticket price.

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! 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. As long as your event is made by or for the takatāpui and rainbow community Auckland Pride Festival is here to support you.

As an open-access arts, cultural, and community festival, and events during Pride in the past have spanned the performing and visual arts, workshops and activism, sport and recreation, as well as community events 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 2023 Programme](#)

[Auckland Pride Festival 2022 Programme](#)

[Auckland Pride Festival 2021 Programme](#)

[Auckland Pride Festival 2020 Programme](#)

Where do I start?

Start with your idea and get 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 entire document for helpful info about putting on an event as part of the Auckland Pride Festival. This document includes useful information around production and venues, marketing, and what you can expect with your relationship with Auckland Pride.
2. Take a look at the past programmes linked above to see what kind of events we have programmed in previous years.
3. Your idea or event doesn't need to be an original or a premiere - 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. Create an account at aucklandpride.org.nz/registration-hub/
5. Begin registering your event and submit it to us for review.
6. We will be in touch with your Festival Agreement once we have reviewed your submission. We may also request additional information if we feel it is necessary.

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 above and click the 'Register Now' button at the top of the page. 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 2024 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 by the Auckland Pride team, 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.

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 in mid November, 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 for example) - and each time they'll be reviewed by us as quickly as possible before those changes are reflected on the website.

Key dates:

Key Dates for Open Access Submissions

- **2 October, 2023** - Open Access Submissions Opens
- **20 November, 2023** - First Release Open Access Submissions Close - please note: any events confirmed before this date will be included in the First Release Programme.
- **22 November, 2023** - Auckland Pride Launch and First Release Programme Released
- **12 January, 2024** - Open Access Submissions Close
- **15 January, 2024** - Full Programme Announcement

Key Dates for Auckland Pride 2024

- **1 February** - Te Timatanga | Opening Event
- **24 February** - Pride March and Pride Party
- **29 February** - Pride Closing Event

Other Key Dates to Consider

- **3 February** - Loud and Proud (presented by The Audio Foundation)
- **6 February** - Waitangi Day (Public Holiday)
- **13 - 17 February** - Same Same But Different LGBTQIA+ Readers and Writers Festival
- **17 February** - Lychee Baybee (presented by All My Friends)
- **18 February** - Big Gay Out

Pricing:

Registration Fees for our 2024 Festival are outlined below.

<i>Free events (includes entry by koha):</i>	<i>Free</i>
<i>Ticketed events up to \$30 (adult full price):</i>	<i>\$125.00 + GST</i>
<i>Ticketed events over \$30 (adult full price):</i>	<i>\$250.00 + GST</i>

Note: If this cost is prohibitive to your event being included in Auckland Pride, please feel free to reach out and we can discuss this further.

You will be invoiced for your event once the agreement with Auckland Pride is signed. However the invoice won't be due until after the Festival. If your event is supported financially by Auckland Pride your fee will be waived, this includes the Spark Empowerment Fund, Access Pride Fund, and Pride Elevates.

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 every year and look for artists with whom they can collaborate.

Venues we recommend are:

Q Theatre: <https://www.qtheatre.co.nz/venues>

Please note Q's Summer Submission process closes 17th October, 2023

Pitt Street Theatre: <https://www.theatre.pittst.nz/venue>

TAPAC: <https://www.tapac.org.nz/venue-hire>

Old Folks Association: <https://ofa.org.nz/>

Move Space: <https://www.movespace.nz/>

Uxbridge: <https://uxbridge.org.nz/book-a-space/>

Factory Theatre: <https://factorytheatre.org.nz/>

Phoenix Venue: <https://www.phoenixcabaret.co.nz/venue-hire>

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!

Outdoor events - if you'd like to hold an event outdoors (for example, in your local park), you'll need to ensure you have all the permissions from the owners of the space. In the case of a city owned space such as a park you'll obtain an event permit from Auckland Council (and have a wet weather plan!). If it is private property you'll need to engage with them directly.

Proud Centres:

The Proud Centres are back for Pride 2024! The Auckland Council initiative will once again open up Tāmaki Makaurau's Community Centres for Pride programming across February 2024.

Check out Auckland City Council Council Community Centres [HERE](#).

For 2024, Auckland Pride and Auckland Council will continue working 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.

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!

Please contact proudcentres@aucklandcouncil.govt.nz for more information.

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 with the continuation of two open access funds for our community.

You can apply for Pride & Spark Empowerment Initiative funding and Access Pride funding through our Submission Form [here](#). 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.

Pride & Spark Empowerment Initiative:

This fund is 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:

2nd October, 2023 - 13th November, 2023 with notifications on or before the 20th of November

20th November, 2023 - 11th December, 2024 with notifications on or before the 18th 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 an independent decision making panel of rainbow and takatāpui leaders and makers with the support of the Creative Director 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.

For more information please contact kiaora@aucklandpride.org.nz

Access Pride Fund:

The Access Pride Fund is our initiative aimed at increasing the accessibility of the events in our Festival, removing financial barriers present in providing access for events and increasing participation of our d/Deaf and disabled community 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, December 2023 and we'll provide rolling approvals while the applications are open.

For more information please contact kiaora@aucklandpride.org.nz

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. When considering what universal access could look like for your event we highly recommend you take a look at this accessibility check list -

https://artsaccess.org.nz/uploads/sites/artsaccess/files/accessibility_checklist.pdf - Made by our friends over at Arts Access Aotearoa.

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 accessible for wheelchair users?
- 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, and discounted or free companion tickets for support people?
- Does your venue have non-gendered bathroom facilities available?
- Does your venue have an audio feedback loop for hearing impaired patrons?
- Will your event include live NZSL interpretation or captioning for d/Deaf patrons?
- Will your event include live Audio Description for blind patrons?
- Will your event include relaxed performances, or other measures for neurodiverse 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](#)

We understand that we can't always provide every level of accessibility for every event so we aren't expecting an answer for every single access need listed above. However, we do want to ensure a holistic approach and understanding has been considered for events who are applying for Access Pride Funds.

Please feel free to reach out and discuss access and the need for additional funding with us at kiaora@aucklandpride.org.nz.

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, and what they require from you to get the event on sale.
- If they don't have a ticketing provider and you 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, Brown Paper Ticket or Eventbrite.
- Consider including a ticket price 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 will need some resources and information from you, which you will be asked 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. We will need a specific hero image that Pride will use alongside your event listing 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 2024 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 may 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.

Pride Pass:

Standby tickets to event producers:

As part of the 2024 Auckland Pride Festival, each event producer will be given 2x Pride Passes which can be used to get standby tickets to any eligible show in the festival. You will have the opportunity to opt out of this programme if you so choose.

Standby tickets refer to seats that are unsold 30 minutes before doors open to the event. They cannot be pre-booked, and are only available at the venue, on the day of the event.

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 a minimum of 2 tickets for Auckland Pride to your event, but if you receive Spark Empowerment funding you'll need to reserve 10 tickets for Auckland Pride. In the event that we do not require these, Auckland Pride Festival will notify you in sufficient time to return the tickets to sale.

For events with multiple occurrences (e.g. a show with multiple performances), you can hold the tickets for the opening night only. Members of the Auckland Pride Festival Team, Board, or Partners can use these tickets to attend and promote the event.

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 own 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 2024 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" present in any online and/or print event descriptions

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'll receive the Registration Fee invoice which will be due before 15th March, 2024 (if applicable for your event).

Final Acceptance

Once we've received the signed Agreement and have issued Registration Fee invoice, 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 2024 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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