



TOKYO RAINBOW PRIDE 2019

東京レインボープライド2019

ご協賛のご案内

SPONSORSHIP GUIDE

Greetings	• • • • •	03
TRP2018: Participants and Coverage	• • • • •	04
TRP2019: Event Outline	• • • • •	05
TRP2019: Sponsorship Plans	• • • • •	06
TRP2019: Booths	• • • • •	07
Product Sampling	• • • • •	08
Sponsors' Logo Placement	• • • • •	09-10
TRP2019 Website	• • • • •	11
Print Media	• • • • •	12
Venue Display Monitor	• • • • •	13
InterFM Radio Ads	• • • • •	14
A Request for Donations	• • • • •	15
Inquiries	• • • • •	16
Translation Note	• • • • •	17

Please note:
 This pamphlet is an abridged version of the Japanese sponsorship guide. For a more detailed overview of TRP2019, please refer to the Japanese guide or contact us.

TRP2018 was a major success, with over 150,000 participants. This could not have been possible without the amazing help and support of all participants and sponsors. Thank you again for your support.

Removing all negatives. Treating equivalent things equally. Letting people love freely.
It was with the hope to realize these goals that TRP2018 was held under the theme of "LOVE & EQUALITY."

2019 Marks the 50th anniversary of the 1969 Stonewall Riots. It also marks the 25th anniversary of pride parades in Tokyo.
Recognizing the great achievement of those who came before us, and working with the base they have left us, we hope that TRP2019 will further expand on these many successes.

We kindly ask for your support to help make TRP2019 an amazing event.

Shinya Yamagata Fumino Sugiyama
Co-Chairs, Board of Directors / Executive Committee, TOKYO RAINBOW PRIDE

PARTICIPATION AT TRP2018

■ A record **150,000** people participated in TRP2018's Parade and Festa!

(An increase of **42.9%**!)

■ 5,000 people took part in the 70 events of Pride Week.

■ A record **213** organizations/groups participated

(An increase of **+12.1%**)



MEDIA COVERAGE

■ Extensive coverage across all media

■ Over 1,300 articles on Yahoo News

■ Prominent mentions on numerous morning programs

■ Over 1 million page views

(An increase of **+25.5%**)



TRP2019: EVENT OUTLINE

■ Schedule

- Pride Festival: April 28 (Sun.) & 29 (Mon.)
11:00 – 20:00(Sun.) 11:00 – 18:00(Mon.)
- Parade: Planned for April 28

■ Venue

- Yoyogi Park Event Space

■ Media Partners

- InterFM897, BuzzFeed Japan



TRP2019 SPONSORSHIP PLANS

Application Deadline: Jan. 1, 2019			Rainbow (max of 3)	Platinum (max of 4)	Gold	Silver	Bronze
	Venue Booth		Large Booth	Large Booth	2 Booths	2 Booths	1 Booth
	Sampling	Entrance Booth	○	○	×	×	×
		Parade Sign-up	○	○	×	×	×
		Own Booth	○	○	○	○	○
	Interview Booth	Logo	○	×	×	×	×
	Stage	Logo	Stage (central)	Stage side (1 st)	Stage side (2 nd)	×	×
	Entrance Gate	Logo	Entrance (XL)	Entrance (L)	Entrance (M)	Entrance (M)	Entrance (S)
	Parade Pre-departure Banner	Logo	○	○	×	×	×
	Venue Display Monitor	Commercial	○	○	Option	Option	Option
	Website	Banner	Rainbow Section	Platinum Section	Gold Section	Silver Section	Bronze Section
		Article	○	○	×	×	×
	Beyond Ad InterFM897	Ad	Cover 2, 3 or 4	×	×	×	×
		Ad	○	○	○	○	×
	Event Guidebook	Logo	Cover 4 Rainbow Section	Cover 4 Platinum Section	Cover 4 Gold Section	Cover 4 Silver Section	Cover 4 Bronze Section
		Article	Cover 3 (at least 1/2p)	Cover 3 (at least 1/4p)	×	×	×
	Poster / Flyer	Logo	○	○	×	×	×
	TRP Bag	Logo	○	○	○	○	×
TRP2019 Volunteer T-shirt	Logo	○	○	○	×	×	
Sponsorship Amount (+tax)			¥7,000,000	¥4,000,000	¥2,000,000	¥1,000,000	¥500,000

※Join enrolment by more than 4 organizations is accepted at the Platinum level and above. Sponsorship does not bestow any special access to the parade

VENUE BOOTHS

Deadline to Apply:
Feb. 28, 2019

Large Booth

Standard Booth

Food Booth

Kitchen Car

Features

- Open on all 4 sides.
- Located close to the stage and Food booths: lots of traffic

- Next-to other booths
- Open on one side

Exact details are subject to Change due to final venue layout.

20~30 food vendors are expected, so you can expect minimal overlap and competition.

Amenities

4 tables, 8 chairs
• side covers for the night

1 table, 2 chairs, night covers

2 tables, 2 chairs, 1.5KW power, extinguisher, light, water hookup, sink, handwashing space, hot water. Tent: 3.6m x 3.6m

Parking space, 1.5KW power 1.5KW

Notes

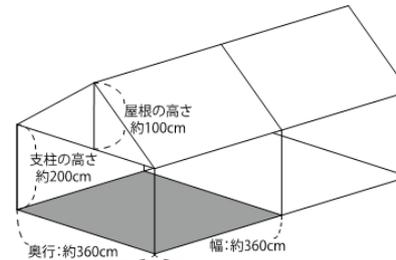
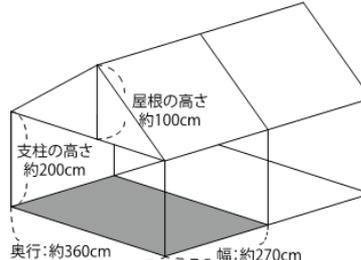
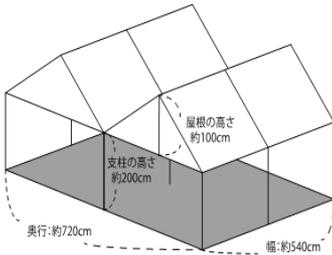
Can also be used as a free-space, where no tent is set-up.

- Please choose a category for your booth when you sign-up. Booths are Generally grouped by category.
- Can also be used as a free-space, where no tent is set-up.

• Various rental options are available in addition to the amenities listed above.

- Various rental options are available in addition to the amenities listed above.
- Any space used in addition to the vehicle parking space may incur additional costs.

Tent Size



Cost
(+tax)

¥1,000,000

¥200,000

¥250,000

¥200,000

※The above prices are for booths not already included in the featured plans outlined on the previous page.

※Non-profit organizations and other LGBT-related groups may be eligible for special rates. Please contact TRP for details.

For TRP2018, all available booths were claimed by mid-February. Please apply early.



SAMPLING

Entrance Booth

Parade Sign-Up

Own Booth

About

- TRP will distribute your flyer or other goods at the Entrance Booth along with other TRP goods.
- Please prepare the goods to be distributed.

- TRP will distribute your flyer or other goods at the sign-up booth
- Please prepare the goods to be distributed.

- Distribute goods from your organization's booth

Eligibility

Rainbow, Platinum

Rainbow, Platinum

All Featured Sponsors

*In principle, sampling of food/beverages is not allowed



Interview Booth

Stage / Entrance

About Your logo will be featured on the interview booth, which is used by the media to conduct interviews.

•Stage
Your logo will be featured on Yoyogi Park's outdoor stage, the main performance venue of TRP.

•Entrance
Your logo will be featured at TRP's entrance

Eligibility Rainbow

•Stage: Rainbow, Platinum, Gold
•Entrance: All featured sponsors

Ayumi Hamasaki performed at TRP2018. We are planning another great show for TRP2019



Two entrance arches will be set-up



Ambassador Kennedy being interviewed at the Interview Booth

Parade Pre-departure Banner

About

Your logo will be featured on the banner used before the parade departs.

Eligibility

Rainbow, Platinum



Featured Sponsor

About	<ul style="list-style-type: none"> Your logo/banner will be displayed as a featured sponsor on TRP's homepage.
Eligibility	<ul style="list-style-type: none"> All featured sponsors Placement order differs by plan
Active	Feb. 1 - Sept. 30, 2019
Size	Large (234px × 60px)

Article

	<ul style="list-style-type: none"> Your organizations LGBT/diversity initiatives (etc.) will be featured in an article on TRP's homepage
	Rainbow / Platinum,
	Feb. 1 - Sept. 30, 2019
	—

Standalone Banner

About	<ul style="list-style-type: none"> Your banner will be featured as a standalone banner sponsor on TRP's homepage
	—
Active	Feb. 1 - Sept. 30, 2019
Deadline	March 31, 2019
Size	L (234px × 60px) S (120px × 60px)
Price (+tax)	L: ¥200,000 S: ¥100,000



Featured Sponsor (Rainbow / Platinum / Gold)



Featured Sponsor (Silver / Bronze)

Standalone Banner

Event Guidebook

BEYOND (2019 Spring)

Poster / Flyer

About

- Indispensable guidebook featuring event information and schedules. Will feature the logos of all featured sponsors.
- Will also feature articles on some Sponsors (depends on plan).

- Features timely and useful information regarding current issues of note to LGBT Individuals and allies. Also features ads articles for/on featured sponsors

- Will be distributed to promote the event and will feature sponsors' logos.

Eligibility

- Logo: all featured sponsors
- Article: Rainbow, Platinum
- Details vary by plan

- Ad: Rainbow

Rainbow, Platinum

Number

80,000

15,000

- Poster: 500
- Flyers: 5,000

Size

Tabloid, color, 8-12 pages

A4, color, 32 pages (est.)

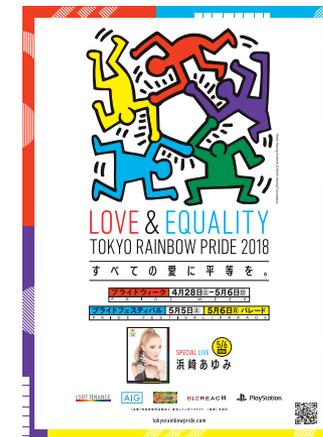
- Poster: A3, color
- Flyer: B5 (est.), color

Distribution

- At TRP2019
- Also at some LGBT-friendly locations

- At TRP2019
- Also at some LGBT-friendly locations

- At LGBT-friendly locations



VENUE DISPLAY MONITOR

New » A giant screen will be set up to provide event information as well as featured spots (commercials) from our sponsors.

Eligibility

Spots will be provided for Rainbow and Platinum sponsors.

Spots

Rainbow: 15 sec. x 200+ (100+ / day)
 Platinum: 15 sec. x 100+ (50+ / day)
 (spots can be merged to accommodate longform ads)

Production

- Each sponsor is responsible for creating their own ads.
- Please ensure all spots are compliant with JASRAC and all other necessary licensing/etc.



Planned 160" or 185" screen

* Option: Sponsors at other levels may also purchase time on the venue monitor.
 15 sec. x 60 (30 / day): ¥300,000 (+tax)
 (spots can be merged to accommodate longform ads)

New »

Our media partner, InterFM897, will feature information on sponsors



Contents

Sponsor Level

① Report on your booth during the official live broadcast.

Length: 120 sec.
Date: April 28 or 29 (1 time)

Rainbow

② Advanced Promotion

Title : Tokyo Rainbow Pride 2019 ,
Love Song with OOO (Your company or product)

Length : 10 min x 1
Date : April 2019

- Details : 1. Pre-recorded message from your company
ex: Your company's thoughts on participating in TRP / diversity / inclusion
2. Introduction to a "Love Song" chosen by InterFM897
3. 60 sec. publicity (DJ talking about your company)
4. PR for Tokyo Rainbow Pride 2019

Rainbow
Platinum
Gold

③ Advanced Promotion

Length : 1 min x 1
Date : April 2019

Details : 60 sec. publicity (DJ talking about your company)

Silver



2018 saw 7 hours of live programming from InterFM897's booth at TRP, featuring music and programming on diversity and love.

A REQUEST FOR DONATIONS

TOKYO RAINBOW PRIDE is thankful to the many organizations and individuals who show their support in the form of donations. We are always looking for new organizations to help us expand our donation base and continue our activities. It is thanks to the many organizations that provide not only sponsorships, but also donations, that we are able to remain active.

We kindly ask that you consider donating as part of your sponsorship plan.



INQUIRIES

Please let us know if there is any way we can help with your organization's diversity / LGBT initiatives. We are also here to offer support with CSR and marketing. Please contact us with any questions or ideas you may have.

We further want to ensure that whatever plan you choose is a perfect fit for your organization, and are more than happy to create a unique plan that is tailored to your organization.

If you have any questions, or would like any further information, please don't hesitate to contact us.

Thank you from all of us in the TOKYO RAINBOW PRIDE Partner Outreach and Development division.

E-mail: sponsor@tokyorainbowpride.com

*Please note that there may be a delay in responding to e-mails in English.



Every effort has been made to ensure that the English version of this material is an accurate translation of the Japanese. However, in the event that the English and Japanese versions of this document differ, the Japanese version shall be considered the accurate version.