



TOKYO RAINBOW PRIDE 2018 東京レインボープライド2018

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Thanks to the tremendous support of numerous companies, organizations, embassies, and individuals we were able to successfully hold TRP2017 last spring. The 2-main Parade and Festa events saw a record turnout of 105,000 participants. We would like to take the opportunity to thank everyone for their tremendous support and participation. Since the “LGBT Boom” started in 2015, numerous media companies have started to cover and feature LGBT issues. Numerous organizations and government entities have also started to engage with LGBT issues. Yet there still remains a less than ideal level of understanding and awareness of LGBT issues. And there is still the need to create the kind of legal frameworks seen in North America and Europe.

Tokyo will host the Olympics in 2020. As the Olympic charter also deals with the treatment of sexual minorities, it is sure to be one lens through which Japan is examined. TRP is also sure to receive even more attention in the lead-up to 2020. As we look toward 2020, we hope to build on our past successes and create an even more solid framework moving forward. In order to enable this vision, we kindly ask for your continued support, cooperation, and participation.

As Tokyo receives even more global attention, let us all work together to create a pride parade to be enjoyed by all visitors.

Shinya Yamagata

Fumino Sugiyama

Co-Chairs, Board of Directors / Executive Committee, TOKYO RAINBOW PRIDE

EVENT PARTICIPANTS

■ Parade and Festa

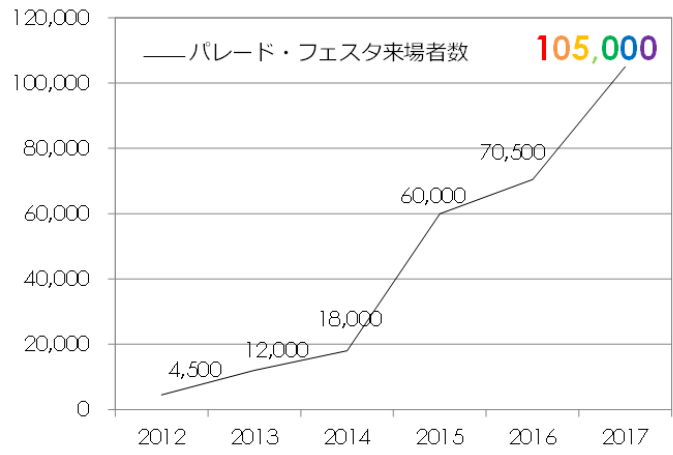
A TRP record turnout of approximately 105,000 at the Yoyogi Park Event

Festa: 5/6: 35,000 5/7: 65,000
Parade: 5,000

※Increase of 48.9% over TRP2017

■ Rainbow Week (4/29-5/7)

65 events saw participation of over 3,000 people.



MEDIA PRESENCE

Over 150 media companies ranging from print to television and online covered TRP2017



*A detailed report on TRP2017 is available upon request

Website / Printed Material

Website

842,014 pageviews from March to May
Increase of 21.2% over TRP2017



Print Media

8,000 copies of TRP's *Beyond* magazine
12,000 copies of the TRP2017 guidebook
※Marui Group also distributed TRP2017's printed material at their stores.



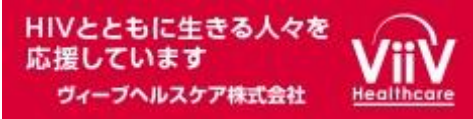
■ Event Sponsors and Participants

190 organizations participated, an increase of 46.2% over TRP2016's total of 130.

■ Rainbow Sponsor



■ Platinum Sponsors



■ Gold Sponsors



■ Silver Sponsors



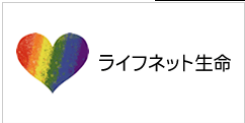
■ Charity Sponsor



■ Bronze Sponsors



■ Music Sponsor



Theme: LOVE & EQUALITY

TRP2018 will look to its founding principles under the theme of “LOVE & EQUALITY”

2018 also marks the 60th anniversary of Keith Haring’s birth (May 4th, 1958). TRP2018 is planning to make use of Keith’s visuals .



■ Parade and Festa

[Date] Festa: May 5, 2018 (Sat.)
Parade: May 6, 2018 (Sun.)

[Location] Yoyogi Park, Tokyo
(Event area, outdoor stage)

[Expected Turnout] Approx. 130,000

■ Rainbow Week

[Date] April 28 (Sat.) – May 6 (Sun.), 2018

[Location] Various (mainly in Tokyo)

[Expected Turnout] Approx 5,000 across 80 events

*Example design of how Keith Haring’s style may be employed.

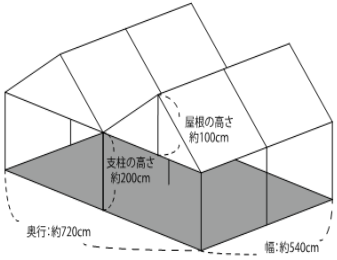
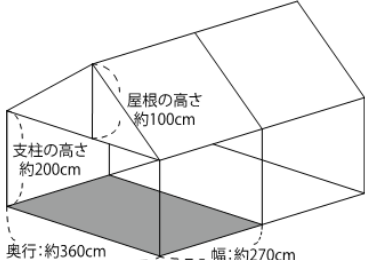
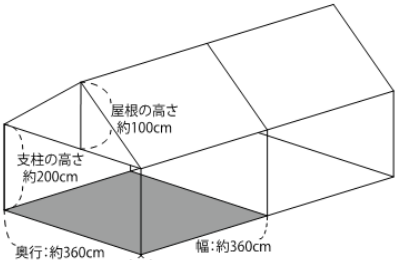
PLANS FOR FEATURED SPONSORS

			Rainbow	Platinum	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	○	○	×	×	×
	Opening Reception	Logo	○	○	×	×	×
	Website	Banner	Rainbow Section	Platinum Section	Gold Section	Silver Section	Bronze Section
		Article	○	○	○	×	×
	BEYOND	Ad	Cover 2 or 4	Cover (side) or inner (1p)	Inner (1p)	Inner (1/2p)	Inner (1/2p)
		Article	○	○	○	×	×
	Event Guidebook	Logo	Cover 4 Rainbow Section	Cover 4 Platinum Section	Cover 4 Gold Section	Cover 4 Silver Section	Cover 4 Bronze Section
		タイアップ記事	Cover 3 (at least 1/4p)	Cover 3 (at least 1/8p)	×	×	×
	Poster / Flyer	Logo	○	○	○	×	×
	Pocket-size Tissue	Logo	○	×	×	×	×
	TRP2018 Original Uchiwa Fan	Logo	○	×	×	×	×
Please Inquire for Details							

* Join applications by groups comprised of more than 5 companies are only available at the Platinum and Rainbow levels.

VENUE BOOTHS

Deadline to Apply:
Feb. 28, 2018

	Large Booth	Standard Booth	Food Booth	Kitchen Car
Features	<ul style="list-style-type: none">•Open on all 4 sides.Located close to the stage and Food booths: lots of traffic	<ul style="list-style-type: none">•Next-to other booths•Open on one sideExact details are subject to Change due to final venue layout.	20~30 food vendors are expected, so you can expect minimal overlap and competition	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.	<ul style="list-style-type: none">•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.
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 TRP2017, all available booths were claimed by mid-February. Please apply early.



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

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

Eligibility Rainbow

Stage / Entrance

•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

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



Ambassador Kennedy being interviewed at the interview booth



Stage performance



The Entrance to TRP, which also serves as the finish point for the parade

Parade Pre-departure Banner

About

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

Eligibility

Rainbow, Platinum

Opening Reception

Your logo will be featured on the main-stage back-panel used during TRP2018's opening reception (to be held on the first night of rainbow week.)
TRP2017 saw the participation of over 30 media companies.

Rainbow, Platinum



Featured Sponsor

- Your logo/banner will be displayed as a featured sponsor on TRP's homepage.
- All featured sponsors
- Placement order differs by plan

Feb. 1 – Sept. 30, 2018

Large (234px × 60px)

Article

- Your organizations LGBT/diversity initiatives (etc.) will be featured in an article on TRP's homepage

Rainbow, Platinum, Gold

Feb. 1 – Sept. 30, 2018

Standalone Banner

- Your banner will be features as a standalone banner sponsor on TRP's homepage

Feb. 1 – Sept. 30, 2018

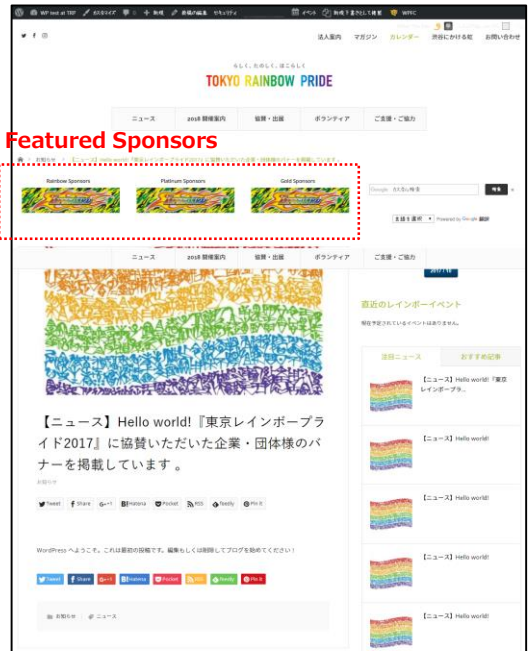
March 31, 2018

L (234px × 60px)
S (120px × 60px)

L: ¥200,000
S: ¥100,000



Featured Sponsors



Standalone Banner Placement



PC-site placement

- Article
- Your organizations LGBT/diversity initiatives (etc.) will be featured in an article on TRP's homepage

Mobile placement



Event Guidebook

BEYOND (2018 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.

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

•Will be distributed to promote the event and will feature sponsors’ logos.

Eligibility

•Ad: all featured sponsors
•Article: Rainbow, Platinum, Gold
•Details vary by plan

•Ad: all featured sponsors
•Article: Rainbow, Platinum, Gold
•Details vary by plan

Rainbow, Platinum, Gold

Number

100,000

15,000

•Poster: 500
•Flyers:5,000

Size

Tabloid, color, 8 pages

A4, color, 32 pages (est.)

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

Distribution

•At TRP2018
•Also at some LGBT-friendly locations

•At TRP2018
•Also at some LGBT-friendly locations

•At LGBT-friendly locations
•At TRP2018



Pocket Tissue

TRP2018 Uchiwa Fan

About	<ul style="list-style-type: none">•Pocket tissue featuring your logo will be distributed at the event by TRP staff.•Can also be used as toilet paper.	<ul style="list-style-type: none">•An original TRP uchiwa featuring your logo will be distributed at the event by TRP staff.
Eligibility	Rainbow	Rainbow
Number	5,000	20,000



*Final design TBD

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.



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.