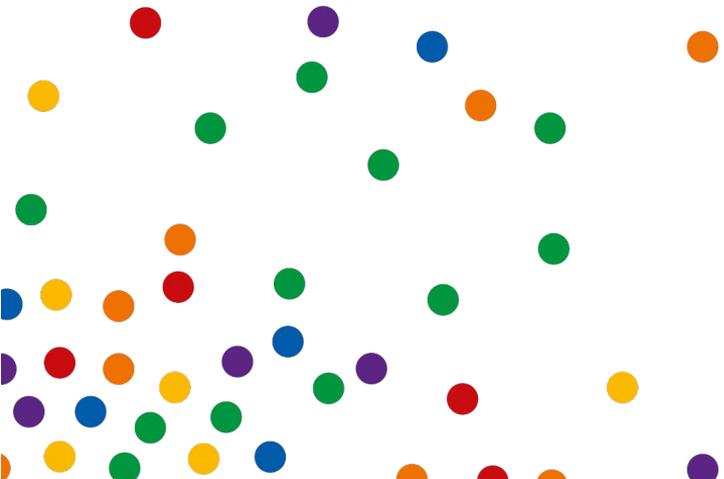


PRODUCT CATALOGUE

Copenhagen Pride 2022





CONTENTS

What is Copenhagen Pride?	03
Why PrideUP?	04
How to PrideUP	05
PrideUP your Office	06
PrideUP your Business	07
PrideUP your Event	09
PrideUP your Parade	10
PrideUP your People	11
What next?	12
Thanks and contact info	13
Visual Inspiration	

WHAT IS COPENHAGEN PRIDE?

Copenhagen Pride began in **1996**, when the capital hosted that year's **EuroPride** as well as being the **European City of Culture**. In 2021, Copenhagen Pride was honored to host **WorldPride**.

Copenhagen Pride Week is characterized by two things in particular: **the Parade**, which always takes place on Saturday, as well as more than **100 events** held throughout the week, which this year takes place from **Saturday 13 August to Sunday 21 August**. The Parade is on **Saturday 20 August**.

Join us for the first **Copenhagen Pride** after the joint celebration of **WorldPride and EuroGames** and you'll be demonstrating your brand's commitment to **diversity, equality and human rights**, while helping to create change for **LGBTI+** people around the globe by sharing our common message of **inclusion**, underlining the importance of everyone's right to live and love freely and safely.

- **450,000+** guests and spectators
- A Parade of over **30,000**
- **10 days** of events
- Human Rights and Culture programs
- Daily events and performances at **Pride Square**
- **Children and Youth** programs
- **2-3** large scale **concerts**



HOW TO PRIDE UP

This year Copenhagen Pride are offering a range of **products** and **services** to enable your business to get involved, **the right way!**

By purchasing any of the following items or services, either off the shelf or by **reaching out** to us to create an **individual package** that speaks to your company brand identity you will be **supporting** Copenhagen Pride and the vital work we do - but crucially, you'll be doing it in an **authentic** way.

We've given you some **inspiration** on the following pages but please call us to arrange a meeting and we can discuss your **individual requirements**. All of the products include elements that are designed to **educate** and **inform** whilst including the sense of **celebration**.

PRIDE UP YOUR OFFICE

We want to bring **Pride** to **you**, whether that's in your reception area, canteen or function room to help you **celebrate** Pride authentically. We will tailor the design to your space and can incorporate your **brand identity** where needed.

We will include **informative** elements to assist in **educating** your people about the **LGBTI+** community, we can even design interactive pieces to **engage** your employees in the conversation.

We will also provide **visual assets** you can display to show your **support**, as well as copies of Copenhagen Pride's official **Heartcore Magazine**.

We can book **speakers** from across the **LGBTI+** community if you want to host a keynote or **launch event** and you will have access to a suite of **partner products** and **collaboration** opportunities. We can also provide merchandise and **prizes** for giveaways or competitions you run, including the official 2022 **Copenhagen Pride support wristband**.





PRIDE UP YOUR BUSINESS

We want to **provide** you with all you'll need to celebrate **Pride** within your **business**. We can decorate your location with rainbow colours and all the **LGBTI+ flags** and **garlands**, we have many products that can be used. No matter the type of business, we can help **decorate** it for the **occasion**.

We would like to see the **whole of Copenhagen** join us in this celebration and important stand for human rights by seeing the **rainbow** all over our city. We want to help you spread the **message** while also giving you and your **customers** the chance to have **fun!**

By **engaging** through us you are supporting **Copenhagen Pride** in an authentic way and you can show that visually with an **official window sticker**. You can also stock the Copenhagen Pride wristband as well as other partner products and offer people with the wristband **exclusive deals** that will be advertised on our website.

We can help you with valuable **networking opportunities** and **expertise** on hosting your own Pride events and we hope to produce an interactive map of Copenhagen and the **Parade route** to highlight and pinpoint supportive locations.

PRIDE UP YOUR BUSINESS

- Various designs and sizes of flags including **table flags, large facade flags** and **paper flags**
- **Garlands** in all the colours, measured to your venue
- “In Support Of” **Copenhagen Pride window sticker**
- **Rainbow balloon** arches
- Educational elements for your customers or fun giveaways
- Stock the **official support wristband** or offer a deal to people wearing the bracelet
- Always looking for the most **sustainable** and **eco friendly** solutions
- We can set up and take down if required
- Access to Partner initiatives including **Google Maps Rainbow Pin**
- Invites to **networking opportunities**
- Contact us to discuss your individual needs

PRIDE UP YOUR EVENT

Our mission is to deliver a **fantastic event** with you, during or in the lead up to Pride, whether that's a **FridayBar**, an **employee lunch** or an **evening reception** we can assist in everything you need for a great social gathering) all the time supporting Copenhagen Pride.

We can help you bring an **educational** element to the event through an **interactive experience** or even booking a **keynote speaker** or producing and setting up a **panel discussion**, ensuring you are authentically lending your voice to the **community** and helping spread the important message of **equality** and **human rights**.

We will provide all of the fun things you need as well, which could be **decoration**, **DJs**, **food and beverage** as well as access to all of our partner products. Of course we also have links to all the **best Drag artists** and **LGBTI+ talent** in Copenhagen!





PRIDE UP YOUR PARADE

If your organisation is participating in the **Parade on 20th August**, we want to help you make this the **best experience** possible whoever is joining you in the **fun**. Pride is still a protest as well as a **celebration** so it's important you get the **message** and **look** right, whether you are **walking in a group** with your message on banners or flag, have a sound system on an **electric vehicle**, or a **full size truck** with a DJ and party.

We can provide all of the above for you from start to finish ensuring it's a **smooth process**: after all, we have all the **knowledge** and **experience** of Copenhagen Pride and can help with **design ideas** and **production** alongside the basics – a truck and a driver!

We want to source as much as possible for you and will make sure we are getting the **best deals** on everything through **authorised suppliers** ensuring a successful delivery whilst offering the most **sustainable options** and suppliers.

Call us to discuss what you need for the Copenhagen Pride Parade 2022.

Please note that you will need to be approved by Copenhagen Pride's **Parade Team** to participate in the Parade. Contact us to discuss the options.

PRIDE UP YOUR PEOPLE

We offer the official **Copenhagen Pride Gift Bag** for you to purchase and present to your **employees, clients** or even **friends**, containing essential items to help your people get in the mood for Pride such as **rainbow facepaints, hand-held flags, eco-friendly glitter** and so much more! All this alongside educational material is designed to inform and inspire.

We can also incorporate any products specific to your company to create a truly **individual gift**.

Please get in touch so we can discuss the options available with this concept or if you would like to feature one of your products inside the bags.





WHAT NEXT?

Get in touch with the team to place your order or to book a meeting with us to discuss your requirements.

We're ready and waiting to explore exciting ideas to get you ready for Copenhagen Pride 2022.

You'll find our contact details on the next slide. Don't hesitate to reach out with your questions.

Happy Pride!

DEADLINE:

FOR PRINTED / BRANDED ITEMS - 30 JUNE

ALL OTHER ITEMS - 29 JULY

THANKS FOR YOUR SUPPORT



Arnar Thor (he/him)
Product Activation Manager
arnar.thor@copenhagenpride.dk
(+45) 2015 0535



Kieron Yates (he/him)
Product Activation Manager
kieron.yates@copenhagenpride.dk
(+45) 5377 7986

Thanks for reading!



COPENHAGEN PRIDE

Farvergade 2 · 1463 Copenhagen K · Denmark
copenhagenpride.dk

*PrideUP is an independent organisation working exclusively
for Copenhagen Pride.*



