



Sponsorship Guide (English Version)

TOKYO RAINBOW PRIDE 2022

NPO Tokyo Rainbow Pride

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The Tokyo Rainbow Pride 2021 (TRP2021) online event #おうちでプライド (#Pride at Home) came to a successful end in April 21 after totally 1.6 million viewers. Unfortunately, due to the continuing pandemic, we were not able to hold our usual offline events at Yoyogi Park for the second year running. But it was a sobering experience to realize how many people logged-on and to see how much attention was given to our cause. We would like to express our heartfelt gratitude to all the sponsors, organizations, and individuals who continued to support us despite the difficult conditions.

The theme of TRP2021 was "Our Voices, Our Rights". We called on people to update the rules that shape our world, so that we can change the world for the better. As a result, we received a great many responses from all over Japan looking to change everything from the small rules that govern families and communities to larger rules such as national laws. Using this feedback, we held many sessions with a plethora of guests to discuss these needs, digging deep but positively into these issues that we face in society.

In addition to the live talk shows, we also put a lot of effort into producing online content that could be viewed throughout the year, such as "15 things to know about LGBTQ people now", "Thinking about diverse families - selective surnames, special adoptions, and same-sex marriage", and others.

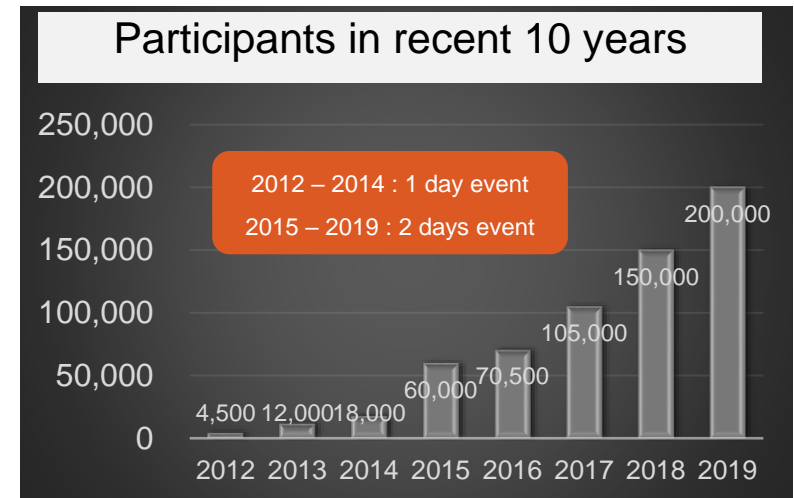
For our next event, Tokyo Rainbow Pride (TRP2022), we are preparing to hold a hybrid offline event at Yoyogi Park with additional online elements. We hope you are looking forward to these next events, which we hope will incorporate the best of both real and online events, while we still look forward to high-fiving everyone at the park again.

Let's work together to make TRP2022 the best version it can be, while continuing to reach for a society in which everyone, not just LGBTQ people, can have fun, be proud and themselves in peace and harmony. We look forward to your continued support and cooperation.

Fumino Sugiyama & Natsumi Yamada, Co-Chairpersons, NPO Tokyo Rainbow Pride

2019 - the last festival before the spread of COVID-19 - drew 200,000 people to the festival while more than 10,000 marched in the parade.

- Pride Festival
- Total 200,000 visitors
- ✂ Previous year(150,000) Up : +33.3%
 - DAY1(4/28) : 120,000 visitors
 - DAY2(4/29) : 80,000 visitors
- Pride Parade
10,915 marched in 40 floats
- Pride Week
 - Organized events : 69 events
 - Participants : approx 4,000
- Sponsors
278 Companies and organizations
- ✂ Previous year (213) Up : +30.5%



【TRP2019】
Report Video
QR Code



Past results: Offline - WEB Media TOKYO RAINBOW PRIDE

The event website received over 1.3 million PVs in the three months before and after the event in 2019 and was covered by over 2,000 web media outlets.

- Web Site
March-May 1,300,000 PV
- Print Media (copies)
 - TRP Magazine 「BEYOND」 : 15,000
 - Tabloid size event guide : 80,000
 - Event fliers : 5,000
- Web Media coverage
Total mentions in various Web media
2,389 times



➢ Web Media pickups (Examples)

Yahoo! News/ Tokyo Shimbun /Hatena Bookmark /BUSINESS LIVE/SHIKOKU Asahi Shimbun Digital /BuzzFeed Japan/ NewsPicks /BIGLOBE News /New York Keizai Shimbun/ Vancouver Keizai Shimbun/Bangkok Keizai Shimbun / Yokohama Keizai Shimbun / Jiji.com / Newtopic! /Livedoor News/ /Telecho news/ /Hiroshima Home TV/ /Nagoya TV/ /VTV News/ /Telecho News Hiroshima Home TV /Nagoya TV /ViMET /109 News /Shibuya editorial office /fumumu /Excite News/FNN.jp / Prime Online / This kijiji is / FNN Prime Online /CREA WEB / Cube News / DIAMOND/infoseek news/Jbpress/JJnet /JORUDAN/SOCRA NEWS/Mart Community Blog/ ORICON NEWS/PRTimes/RBB TODAY/SEOTOOLS NEWS/STORY/STRAIGHT/ Techable Traicy /VERY/ ZDNetJapan/ Iza! /Internet.com/ Nico Nico News/ Hapimama/ Presidents Online / Fresh Eye News



Past Results: Offline - Media Coverage TOKYO RAINBOW PRIDE

TRP was been featured in many newspapers and TV programs in 2019

NHK



NHK News 645



News, Weather Info

Fuji TV



S-PARK



Non-Stop!



Non-Stop!

NTV



Oha!4NEWS LIVE



ZIP



news every.



news every.

Exhibitors' LGBTQ initiatives were featured on FNN Live News α



<SUUMO>



<Mizuho FG>



<JAL>



<SUUMO>



<Mizuho FG>



<Rakuten>

FY2019 Results: According to Sunny Side Up Inc.

Last year TRP broadcasted online in order to prevent the spread of COVID-19 and was viewed by nearly 1.6 million people

【Pride At Home 2021】

April 24 (Sat) / April 25 (Sun) 13:00~18:00

Distributed on Tokyo Rainbow Pride Official Twitter and YouTube Channels

➤ Host :

Bourbonne, Fumino Sugiyama, Natsumi Yamada

➤ Guests: ✂ Japanese alphabet order

• April 24 (Sat)

Chiyo Abe, Yoichi Ochiai, Robert Campbell, SHELLY

Toshiaki Hirose, Kiko Mizuhara, Mitz Mangrove

• April 25 (Sun)

Mika Ahn、Hirotada Ototake、SeyarogaiOjisan (LIP SERVICE)

Terry Ito、Mari Natsuki、Mila Aina (Hasegawa)、Miracle Hikaru

YOU、Ryuchell

➤ Online Talk Live Viewership

- April 24 : 760,635
- April 25 : 834,707
- Total : **1,595,342 viewers**

➤ Media coverage

1,821 media mentions (Incl: 2 TV broadcast)



TRP2021 Special Sponsor Companies List

TOKYO RAINBOW PRIDE

Rainbow				
Diamond				
Platinum				
Gold				
Silver				
Bronze				

83 local governments gave us their nominal support.

東京レインボープライド 2021 後援一覧

< 4月24日・25日のみ >

- 京都市 (京都府)
- 交野市 (大阪府)
- 堺市 (大阪府)
- 大東市 (大阪府)
- 枚方市 (大阪府)
- 伊丹市 (兵庫県)
- 三田市 (兵庫県)
- 宝塚市 (兵庫県)
- 明石市 (兵庫県)
- 尼崎市 (兵庫県)
- 岡山市 (岡山県)
- 広島市 (広島県)
- 宇部市 (山口県)
- 三豊市 (香川県)
- 東かがわ市 (香川県)
- 吉野川市 (徳島県)
- 北九州市 (福岡県)
- 古賀市 (福岡県)
- 福岡市 (福岡県)
- 熊本市 (熊本県)
- 宮崎市 (宮崎県)
- 木城町 (宮崎県)
- 指宿市 (鹿児島県)
- 那覇市 (沖縄県)

- 横須賀市 (神奈川県)
- 横浜市 (神奈川県)
- 鎌倉市 (神奈川県)
- 三浦市 (神奈川県)
- 小田原市 (神奈川県)
- 逗子市 (神奈川県)
- 川崎市 (神奈川県)
- 相模原市 (神奈川県)
- 藤沢市 (神奈川県)
- 葉山町 (神奈川県)
- 松本市 (長野県)
- 富士市 (静岡県)
- 西尾市 (愛知県)
- 豊明市 (愛知県)
- いなべ市 (三重県)



茨城県

- 松戸市 (千葉県)
- 千葉市 (千葉県)
- 渋谷区 (東京都)
- 足立区 (東京都)
- 葛飾区 (東京都)
- 江戸川区 (東京都)
- 台東区 (東京都)
- 中野区 (東京都)
- 板橋区 (東京都)
- 品川区 (東京都)
- 文京区 (東京都)
- 豊島区※協賛名義 (東京都)
- 北区 (東京都)
- 江東区 (東京都)
- 府中市 (東京都)
- 国分寺市 (東京都)
- 国立市 (東京都)

- 弘前市 (青森県)
- 新潟市 (新潟県)
- 鹿沼市 (栃木県)
- 栃木市 (栃木県)
- 安中市 (群馬県)
- 渋川市 (群馬県)
- 大泉町 (群馬県)
- さいたま市 (埼玉県)
- 鴻巣市 (埼玉県)
- 坂戸市 (埼玉県)
- 三芳町 (埼玉県)
- 川越市 (埼玉県)
- 東松山市 (埼玉県)
- 北本市 (埼玉県)
- 埼玉葛都市人権施策推進協議会 (埼玉県内構成団体)
- 三郷市 (埼玉県)
- 八潮市 (埼玉県)
- 越谷市 (埼玉県)
- 吉川市 (埼玉県)
- 春日部市 (埼玉県)
- 杉戸町 (埼玉県)
- 宮代町 (埼玉県)
- 松伏町 (埼玉県)
- 久喜市 (埼玉県)
- 幸手市 (埼玉県)
- 蓮田市 (埼玉県)
- 白岡市 (埼玉県)

We will be resuming in person events at Yoyogi Park after a 3 year absence & hosting online events, such as those we did in April 2021, in June.

【Tokyo Rainbow Pride 2022】

- ◆ Pride Festival ・ Pride Parade@Yoyogi Park
April 22 (Fri) ・ 23 (Sat) ・ 24 (Sun)
※Depending on the spread of COVID-19, we may impose restrictions on exhibitions and /or admissions.
- ◆ Pride Month Event
 - Pride Conference (Online, TBC)
June 3 (Fri)
 - Pride at Home 2022 (Online, Title TBC)
June 25 (Sat) ・ 26 (Sun)
- ◆ Organizers
NPO Tokyo Rainbow Pride
- ◆ Media Partners
InterFM897、COURRIER JAPON



The Pride Festival and the Pride Parade will be held in strict compliance & under the guidance of the Tokyo Metropolitan Government, Shibuya City, and the Eastern Ryokuchi Park Office, the park authority, and will place the highest priority on preventing the spread of COVID-19.

[Tokyo Metropolitan Government Guidelines (Events), as of December 2, 2021

(1) Hand disinfection and wearing of masks

Make sure all participants know to wear masks.

Disinfection equipment will be placed at each location, and participants will be reminded to wash their hands and disinfect their hands.

(2) Maintain social distance

Avoid congestion by organizing queues, displaying landmarks on the floor, making online reservations for specific dates and times, etc.

Ensure that there is enough space between people, including staff, by arranging seating. Install barriers in areas where people are expected to meet.

(3) Prevention of the three densities (closed, crowded, and close)

If congestion is expected, distribute numbered tickets or limit the number of visitors and the time they can stay.

If congestion is expected, distribute numbered tickets and limit the number of visitors and the time they can stay.

• Ventilate staff rest rooms, etc. as much as possible, and avoid eating and talking face-to-face.

(4) Cleaning and disinfection of facilities

• Reduce the number of areas and items that are touched by multiple people as much as possible, and if this is difficult, clean and disinfect frequently.

• Dispose of used masks, etc. in plastic bags and tie them tightly.

Wear gloves and masks when cleaning, disinfecting, and collecting garbage, and thoroughly wash your hands and disinfect your fingers afterwards.

(5) Taking care of participants' physical condition

Take measures such as asking visitors with a fever to refrain from entering the venue.

Have staff check their temperature and physical condition before coming to work.

Encourage staff members who are not feeling well to take a rest, and send those who become ill while on duty home immediately.

Take measures to prepare for an outbreak of infected people, such as checking with the local health center and identifying visitors.

(6) Registration for infection status notification service

Register for infection status notification services such as the Ministry of Health, Labor and Welfare's new coronavirus contact confirmation application (COCOA).

(7) Display of infection prevention declaration stickers

Posting of stickers declaring thorough prevention of infection

Based on the above guidelines, we will be taking specific measures in consultation with Capital Medica Co.

(Capital Medica Co., Ltd. is a company that specializes in the operation of medical institutions and, based on its knowledge, is entrusted with the total coordination of countermeasures against COVID-19 at events and such.)

Change the Future Together

Capitalize on Connections

There are countless ways to connect

In this new normal world -

Regardless of whether we wish to or not -

As we still share our thoughts and feelings

Even if we are not physically together.

There are matters, some quite important, we have come to see

Because we can not meet.

And while we all want change,

There are times we don't want to see change either.

But now that we can see both the good and the bad,

Let's make our intentions clear, for our future selves.

Let's raise our voices,

Speak up,

And never stop moving forward.

Our future can only start changing when we are all connected.

Sponsorship Menu

- Special Sponsors' plan

This year's event will be held both offline and online. The special sponsorship plan includes sponsorship for both.

<p>Pride Festival</p>	<ul style="list-style-type: none">• Yoyogi Park: Booths at Event Square and Keyaki Namiki Avenue• Performances by various performers on stage• Web content and partner media to promote the event
<p>Pride Parade</p>	<ul style="list-style-type: none">• Starting from Yoyogi Park, parade floats of various themes will parade through the streets of Shibuya.
<p>Pride Month Events</p>	<ul style="list-style-type: none">• The main event will be a two-day live online streaming event• A new symposium-style event is to be hosted offline.• A special website for the Pride Month events also be launched.

Pride Festival & Pride Parade (Yoyogi Park)

		Rainbow	Diamond	Platinum	Gold	Silver	Bronze
Booths		Large	Large	Standard : Booth x 2	Standard : Booth x 2	*1 Optional	—
Handouts ※2	@ Reception Booth	Max 20,000	Max 20,000	Max 20,000	Max 20,000	—	—
	@ Your booth	Unrestricted	Unrestricted	Unrestricted	Unrestricted	Optional	—
Logo sizes	Entrance	Rainbow area	Diamond area	Platinum area	Gold area	Silver area	—
	Stage wings	—	L	M	S	—	—
	Stage Batten	XL	—	—	—	—	—
	Parade Banner	XL	XL	XL	—	—	—
	Event Map	XL	L	M	—	—	—
	Shopping bags	XL	L	M	S	XS	—
	T-shirts	XL	L	M	S	XS	—
Video ※3	Mobile Display Van	60 times	30 times	20 times	5 times	—	—
	On-stage Display	25 times	15 times	10 times	5 times	—	—

※1 You can either choose to have one booth at Yoyogi Park or one information page (online).

※2 Handout of sample food and beverages is not permitted due to conflicts with the food and beverage booths.

※3 The number of times the video is shown is based on the assumption that the video will be 15 seconds long; longer videos such as 30 seconds or 45 seconds can also be used.

Rainbow: Maximum of 3 companies, Diamond: Maximum of 5 companies, Platinum: Maximum of 7 companies.

Pride Festival and Pride Parade (Web content and affiliated media)

		Rainbow	Diamond	Platinum	Gold	Silver	Bronze
TRP Event Online sites	Web pages	1 page	1 page	1 page	1 page	※1 Optional	1 page
	Sponsored articles	With Interviews	With Interviews	With Interviews	—	No interviews	—
	Advertisement	Rainbow spot	Diamond Spot	Platinum spot	—	—	—
	Online banners	Rainbow spot	Diamond Spot	Platinum spot	Gold Spot	Silver spot	Bronze spot
	Social Media Branding	FB : 3 X Twitter : 9 X IG : 3 X	FB : 1 X Twitter : 3 X IG : 1 X	FB : 1 X Twitter : 3 X IG : 1 X	FB : 1 X Twitter : 1 X IG : 1 X	—	—
Training		—	—	—	—	—	1 time
InterFM897		Rainbow spot	Diamond spot	Platinum spot	Gold spot	Silver spot	—
COURRIER JAPON		Plan A	Plan A	Plan B	Plan B	—	—

※1 You can either choose to have one booth at Yoyogi Park or one information page (online).

Rainbow: Maximum of 3 companies, Diamond: Maximum of 5 companies, Platinum: Maximum of 7 companies.

Pride Month Events

		Rainbow	Diamond	Platinum	Gold	Silver	Bronze	
Pride at Home (おうちでプライド) (Title TBD / Online)	Guest appearance	Rainbow Spot	Diamond Spot	Platinum Spot	Gold Spot	—	—	
	AD spot posts ※1	12 times	8 times	6 times	3 times	—	—	
	Sponsor Introduction	Rainbow Spot	Diamond Spot	Platinum Spot	Gold Spot	Silver Spot	—	
	Social Media Branding	FB : 1 X Twitter : 1 X IG : 1 X	FB : 1 X Twitter : 1 X IG : 1 X	FB : 1 X Twitter : 1 X IG : 1 X	—	—	—	
	Logo exposure	Special page	Rainbow Spot	Diamond Spot	Platinum Spot	Gold Spot	Silver Spot	—
		Credit branding	Rainbow Spot	Diamond Spot	Platinum Spot	—	—	—
		Background Image	Rainbow Spot	Diamond Spot	Platinum Spot	Gold Spot	—	—
	Pride Conference (offline)	Sponsor appearance	Rainbow Spot	Diamond Spot	Platinum Spot	—	—	—
		Logo Exposure	Rainbow Spot	Diamond Spot	Platinum Spot	Gold Spot	Silver Spot	Bronze Spot

※1 The number of times the video is shown is based on the assumption that the video will be 15 seconds long; longer videos such as 30 seconds or 45 seconds can also be used.

Fee (Excl. Tax)	¥10,000,000	¥7,000,000	¥5,000,000	¥3,500,000	¥1,500,000	¥500,000
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Application Deadline	February 14, 2022					
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Sponsorship Menu

- Pride Festival

The booths can be used to introduce your company's D&IE initiatives, to sell products, collect questionnaires, or for any other purposes.

Premium Booths

Standard Booths

Details	<ul style="list-style-type: none"> All four sides of the booths face the main thoroughfares. Located near the stage where there is a lot of traffic 	<ul style="list-style-type: none"> Adjacent to other booths Only one side faces a thoroughfare (locate may vary depending on the specifications of the layout)
Incidental Equipment	<ul style="list-style-type: none"> Tables : 4 Chairs : 8 Side curtains for after hours 	<ul style="list-style-type: none"> Tables : 1 Chairs : 2 Side curtains for after hours
Nota bene	You are free to remove the tent and use the space in any way you want	
Eligibility	<ul style="list-style-type: none"> Rainbow / Diamond 	<ul style="list-style-type: none"> Platinum / Gold (2 booths) Silver (Choice of one booth or one online page)
Fees (Excl tax)	¥1,500,000	¥300,000
Application Deadline	February 28, 2022	

(注) There will be many tents set up at the event venue. The location of the booths will be decided by the organizer in accordance with the rules for using Yoyogi Park and the organizers' operational rules. We will not accept any requests for booth locations

The number of desks, chairs, power supplies, fluorescent lights, etc. that exceed the number of incidental facilities can be applied for separately as additional facilities. Details will be provided in the exhibition guidelines sent to those who apply to exhibit at the booth.

The above fee is for booths only, except for the Special Sponsorship Plan.

For general booths, special pricing is available for LGBTQ-related non-profit organizations. Please inquire separately.

Please note that applications for large and general booths may be closed before the application deadline if the number of applications reaches the maximum.

The booths can be used to introduce your company's D&I initiatives, sell products, collect questionnaires, or for any other purposes.

Food & Beverage Booth

Food Trucks

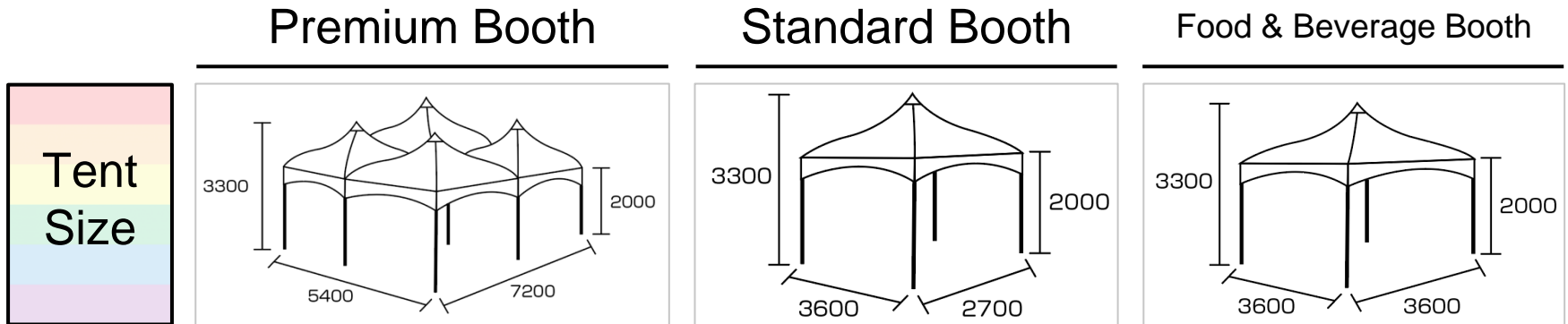
Details	All be located in a high-traffic area by the stage.	
Incidental Equipment	Tables : 2 Chairs : 2 Other facilities related to cooking (1.5KW power supply, fire extinguisher, fluorescent light, water supply and sewerage, double sink, hand washing facilities, water heater, refrigerator)	<ul style="list-style-type: none"> • Food truck parking space • Power supply (1.5KW)
Nota bene	In addition to the incidental facilities, there are other options available for a fee. We will inform you of them after your application. If you wish to use the space for purposes other than parking the food truck, there may be additional charges. Please contact us for details.	
Eligibility	Not applicable	
Fees (Excl tax)	¥250,000	¥200,000
Application Deadline	February 28, 2022	

(N/B) There will be many tents set up at the event venue. The location of the booths will be decided by the organizers in accordance with the rules for using Yoyogi Park and the organizers' operational rules.

We will not accept any requests for booth locations

Please note that we may close the application for food and beverage booths and food trucks before the deadline if the number of applications reaches the maximum.

The booths can be used to introduce your company's D&I initiatives, to sell products, collect questionnaires, or for any other purposes.



- Photos of past booths examples



(N/B) There will be many tents set up at the event venue. The location of the booths will be decided by the organizers in accordance with the rules for using Yoyogi Park and the organizers' operational rules.
We will not accept any requests for booth locations

You can distribute novelties goods or handouts not only at your booth, but also at the general information booth / parade reception.

General Information Booth

Company Booth

Details	Your company's handouts can be distributed by our staff. We will indicate how many we can distribute after your application is submitted.	Distribution of handouts at company booths
Eligibility	<ul style="list-style-type: none"> Special Sponsor Plan Rainbow / Diamond / Platinum / Gold 	<ul style="list-style-type: none"> All organization with booths
Fee (Excl tax)	¥50 per handout (Max 20,000)	—
Application Deadline	February 22, 2022	

● Photos of past examples



In principle, the distribution of food samples is not permitted as it conflicts with the food and beverage booths.
The above fees are for companies that are not on the special sponsorship plan.

On-site (Logo displays)

Stage Batten

Stage Wings



Photo Example

Eligibility

Rainbow

Diamond / Platinum / Gold

Entrance



Rainbow / Platinum / Diamond / Gold / Silver

Parade Pre-Departure Banner



Photo Example

Eligibility

Rainbow / Diamond / Platinum

Event map



Rainbow / Diamond / Platinum

Volunteers' T-Shirt

Shopping bag

Photo example



Distribution #

800

20,000

Eligibility

Rainbow / Diamond / Platinum / Gold / Silver

Rainbow / Diamond / Platinum / Gold / Silver

On-site Mobile Display Truck

Photo Example



Eligibility

- Rainbow 15 sec x over 60 times
- Diamond 15 sec x over 30 times
- Platinum 15 sec x over 20 times
- Gold 15 sec x over 5 times

On-Stage Display



- Rainbow 15 secx over 25 times
- Diamond 15 secx over 15 times
- Platinum 15 secx over 10 times
- Gold 15 sec x over 5 times

- Please prepare the commercial and video materials yourselves.
- We can handle clips as long as 30 seconds or 45 seconds.
- We ask that you carry out the necessary copyright procedures and clearances with JASRAC and other related organizations.

As in last year, you can introduce your company's activities and products on our website.

While we are planning to change the design, it will be close in design to last year's.



Website pages

Details	<ul style="list-style-type: none"> • Each company will be able to create its own page to introduce its initiatives and products. • Banners, videos, images, text, and various SNS are expected to be available on the page. • We will share details the page layout and other specific specifications at a later date.
Eligibility	Rainbow / Diamond / Platinum / Gold Silver (Choice of 1 web page or 1 booth in Yoyogi Park)/ Bronze
Length of posting	Until September 30, 2022
Fee (Tax exclusive)	¥300,000
Application Deadline	March 15, 2022

Example of TRP2021



※The above fees are for companies other than the applicable special sponsorship plan.

Sponsored articles about your company's LGBTQ and diversity-related initiatives posted on our organization's official website.

	With Interviews	Without Interviews
Details	<ul style="list-style-type: none"> Our writers will interview the person in charge of your company based on the requests we have heard in advance. Based on the content of the interview, we will create an article and post it on our website. 	<ul style="list-style-type: none"> Please fill in the format provided by the Organization and send us the information necessary for the direction and creation of the article. Based on the information sent, a writer arranged by the organization will write the article and post it on the organization's website.
Eligibility	Rainbow / Diamond / Platinum	Silver
Fee (Excl Tax)	¥450,000	¥300,000
Application Deadline	February 14, 2022	

Example: TRP2021

Corporate advertisements on our organization's official website.

Ads and Commercials

Details	Your company's ads will be displayed on our event website. Please prepare the ad content yourselves.
Eligibility	Rainbow / Diamond / Platinum
Fee (Excl Tax)	¥500,000
Application Deadline	March 15, 2022

The above fees are for companies that are not on the special sponsorship plan.

Example: TRP2021

お知らせ サポートについて お問い合わせ LGBTとは TRPオンライン EN

協賛企業様からのCMギャラリー



株式会社フェリオコーポレーション



株式会社ワールドパーティ



Posting corporate logos and banners on our official website.



Banner posting

Details	Your company logo can be featured on our event website.
Size	<ul style="list-style-type: none"> Large banner 234px x 60px Small Banner 120px x 60px
Notes	Please make sure to prepare the banner in the specified size. We will not be able to modify them.
Eligibility	All plans are eligible
Fee (Excl. Tax)	Large Banner : ¥250,000 Small Banner : ¥150,000
Application Deadline	March 15, 2022

Example : TRP2021



The above fees are for companies other than those in the Special Sponsorship Plan.

Post messages about your company's efforts and sponsorship on TRP's official SNS.

	Facebook	Twitter	Instagram
Eligibility	<ul style="list-style-type: none"> Rainbow : 3 times Diamond : 1 times Platinum : 1 times Gold : 1 times 	<ul style="list-style-type: none"> Rainbow : 9 times Diamond : 3 times Platinum : 3 times Gold : 1 times 	<ul style="list-style-type: none"> Rainbow : 3 times Diamond : 1 times Platinum : 1 times Gold : 1 times
Followers	Approx 9,000	Approx 26,000	Approx 6,100
Posting Period	End March – Mid April		
Fee (Excl. Tax)	¥100,000 ※Inclusive of all platforms		
Application Deadline	March 15, 2022		

The above fees are for companies other than those in the Special Sponsorship Plan.



Example : Past Posts



*Online training also possible

Together with your organization's consideration for sponsoring and exhibiting at Tokyo Rainbow Pride, we offer to play a role in your organization's LGBTQ training. Our staff will act as teachers or guest speakers. From the introduction of basic information on SOGI/LGBTQ matters to the current condition both domestically and overseas (such as efforts made by other organizations), we can provide workshops such as discussions between participants and case studies upon request. This is an opportunity to inform members of your organization of the reason for the participation in TRP, as well as an opportunity for members who attend to communicate with participating staff and understand LGBTQ issues for themselves.

(Target) Training or lecture (1 time) is included in Bronze plans
Stand-alone application is also possible (¥300,000/1 time, tax not included)

Lecturer



Bourbonne

Drag performer/writer born in 1971, Gifu Prefecture.

In 1990, while a student at the Faculty of Letters, Arts and Sciences at Waseda University, he launched Japan's third gay PC communication service. At the same time as being the lead editor of the gay magazine "Badi", he presided over a group of drag performers, and is currently the producer of the Mix Bar "Campy!"

He has made numerous appearances on NHK and other programs dealing with LGBT and women's issues, as well as variety shows and radio personalities. In recent years, he has lectured on LGBTQ and gender equality at corporate seminars, local governments, and universities, as well as at HIV and sexually transmitted disease awareness events, and as an MC and panelist at LGBT Pride events throughout Japan.

Supervisor for "Where'd My Skirt Go? ", a drama series dealing with LGBT issues.

Master of Ceremony for "Tokyo Rainbow Pride

(Galaxy Award winner) "Tanken Bakumon" (NHK General) as a cultural guide for Shinjuku 2-chome

"Summer Vacation! Radio Infirmary: Teenagers' Sexual Concerns" (NHK Radio No.1), general host

(received NHK Director-General's Special Award)

Lecturers

*Online training
also possible



Yuri Igarashi

NPO Tokyo Rainbow Pride Training, Consulting specialist

Born in Tokyo, 1973. After graduating from university, she moved to Fukuoka in 1999. Worked as an editor at a town information magazine company, Became a freelance writer in 2004, and launched Rainbow Soup, a private organization with fellow lesbians in 2012. In July 2015, she was selected as a trainee for an LGBT program sponsored by the U.S. Department of State and visited various places in the U.S. From 2015 to 2018, she was a member of the non-profit organization Nijiiru Diversity, and has been involved in lectures and consulting activities for companies and governments throughout Japan. An advisor to SR LGBT & Allies (Social Insurance Labor Consultant LGBT & Allies). Lecturer at Fukuoka Prefecture Teachers' Group. Member of the Fukuoka City Junior High School Standard Clothing Review Committee (June 2018 - June 2019). Part-time lecturer at Tsukushi Jogakuen University. Associate Certified Fundraiser, Japan Fundraising Association. Established Rainbow Knots LLC in September 2018 & has given many lectures at companies and local governments.



Naoki Domoto

NPO Tokyo Rainbow Pride, Vice-President

Born in Kagawa Prefecture, 1973. Completed Graduate School at Engineering Science, Osaka University. Joined Kokusai Telegraph and Telephone Corporation (currently KDDI Corporation) in 1998 and worked as a communications engineer. In parallel with this job, he began to participate in parade activities as a volunteer in 2009. After the establishment of TRP in 2011, he worked in a central role with TRP becoming an NPO in August 2015. At this point, Naoki became director, a position which he still holds today. The organization has been consistently involved in parade operations, organizing parades based on social trends. He identified as gay since the 6th grade elementary school, but came out while participating in parade activities. The driving force behind his work is to see people being themselves and the smiles of participants through parades/festivals. Currently, he is involved in lectures for companies, based on the perspective and experience of being the director of TRP as well as a gay member of a large organization.



Mio Yoshimura

NPO Tokyo Rainbow Pride Training, Consulting specialist

Born in Yamaguchi Prefecture in 1982. Started a business in 2008 after graduating university. Managing the sales department, she has raised an organization to a scale of 80 people. Joined freee in 2016. Changed to recruiting from inside sales after understanding the importance of creating an organization while maintaining diversity. She established Diversity Promotion at freee, serving as director. She performs training with a focus on mutual understanding between employees, with a theme of "how to perceive one's diversity" according to the growth phase of each individual company in order to preserve organizational diversity. She also implements LGBTQ training and talks from the perspective of both LGBTQ people and corporate managers, including such organizations as the Japan Association of New Economy, Mitsubishi, Sony, and other startup companies.

Broadcast your company's content on FM radio station InterFM897, a partner media of Tokyo Rainbow Pride

2022!

Details

Eligibility

① Your company will be introduced and promoted in the official program that will be aired during the event.

Broadcast duration : 120 sec x 1 time

Broadcast period : Sometime between April 22, 2022 and May 8, 2022

Rainbow

(2) Participation in pre-event announcements planning and provision of announcement outline

Title: Tokyo Rainbow Pride 2022,

Love Song with xxx (organization name or product name)

Broadcast length: 10 minutes x 1 time

Broadcast period: March or April 2022 (before TRP2022)

Project details:

1. Pre-recorded comments by your organisation
- * Ex.) Thoughts ahead of TRP, organization efforts towards love and diversity, etc.
2. Introducing the love song of your choice
3. 60 second advertisement spot
(To be read out by the DJ)
4. Tokyo Rainbow Pride 2022 announcement

Rainbow

Diamond

Platinum

Gold

(3) Provision of advance announcement

Broadcast length: 60 seconds x 1 time

Broadcast time: March/April 2022 (before TRP2022)

Plan details: 60 second advertisement spot

(To be read out by a member of your organization)

Silver



In 2022, we will be broadcasting an eight-hour special live program from a booth in the park. Through music and our broadcast program we hope to send a message of love and respect for a world where all types of love and individualities are accepted.

Membership-based media supported by globally-minded readers

A monthly membership-based web media that carefully selects, translates, edits, and publishes articles that need to be reported from overseas media such as the New York Times and Le Monde.

Valuing a multifaceted points-of-views and diversity of values and thoughts.



For more information about COURRIER JAPON, please click the QR code.

Plan A Banner + Sponsored article

“The creation of original articles that incorporate a global perspective”

Plan details

1. Sponsor's logo on the Pride feature page (see image above right)
2. Banners on both the top page and the article page (250,000 imps guaranteed)
3. Tie-up article creation
Includes the following :
+ Production and publication of one tie-up article (5,000PV expected* for one month)
+ Secondary use of text and images on the sponsor's website (expected to last for six months)
+ Articles can be reprinted on the TRP website.
+ Each tie-up article will be posted 3 times on the official Courier Facebook and Twitter.

Eligibility : Rainbow and Diamond

Period : From moment of confirmation to the end of May, 2022

Plan B Banner

Plan details

1. Sponsor's logo on the Pride feature page (see image above right)
2. Banners on both the top page and the article page (250,000 imps guaranteed)

Eligibility: Platinum, Gold

Period : From moment of confirmation to the end of May, 2022



Example of a Sponsored article



Example of a Pride Special page



Example of the Landing Page



Example of an article

Tie-up articles will include PR notations and sponsorship credits.

*Publication of tie-up articles will be subject to screening in accordance with Kodansha's advertising screening standards.

Please note that we may not be able to accept your application as a result of the screening.

Sponsorship Menu

- Pride Month Events

This year's event will be held in June, following on from last year's event held in April and will feature guest appearances and commercials spots.

	Guest appearance	Ad spot	Sponsor introduction
Details	We will provide you with a slot on our live webcast to introduce your company and its initiatives.	We will deliver your company's commercial during the live broadcast.	Your company's name and a brief introduction will be read out during the live broadcast.
Eligibility	Rainbow / Diamond / Platinum / Gold	<ul style="list-style-type: none"> • Rainbow 15 sec, more than 12 X • Diamond 15 sec, more than 8 X • Platinum 15 sec, more than 6 X • Gold 15 sec, more than 3 X 	Rainbow / Diamond / Platinum / Gold / Silver

- Please prepare your own commercials and video material.
- Longer materials, such as 30 or 45 seconds, can also be handled.
- Please clear copyright issues et al with JASRAC and other related parties by yourselves prior to broadcast.



Acknowledgement

Background image logos

Details

Your company's name will be listed in the credits of the live broadcast.

Your company's logo will be displayed in the background image of the live stream, Your company's name can also be added.

Eligibility

Rainbow / Diamond / Platinum

Rainbow / Diamond / Platinum / Gold



Special Website

Social media branding

Details

Your company's logo can be displayed on a special website throughout Pride Month.

You can send your company's message of support for Pride Month from our SNS during Pride Month.

Eligibility

Rainbow / Diamond / Platinum / Gold / Silver

Rainbow / Diamond / Platinum
 ※ Facebook : 1 X Twitter : 1 X Instagram : 1 X



東京レインボープライド #TRP Vans (@vansjapan) はPride2021を記念し、Tokyo Rainbow Pride 2021さんを含むLGBTQ+コミュニティを支援する世界の4つの団体に合計20万ドルを寄付しました。誰もが自由にクリエイティブが表現できる世の中を目指して、サポートを続けます！タイムラインの写真 - 4月12日 · フルサイズで見る

The conference will be packed with information that can be used for future initiatives, including similar initiatives by other companies and the sharing of the latest information on LGBTQ community.

Guest appearance

Details

You can take the stage at the event to promote your company's products and services and introduce your initiatives.

Eligibility

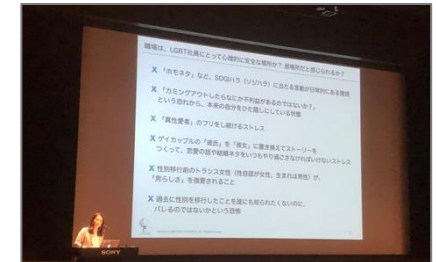
Rainbow / Diamond / Platinum

Company Logo Exposure

Your company logo will be displayed on the event page.

Rainbow / Diamond / Platinum / Gold / Silver / Bronze

Example images from similar events in the past



Sponsorship Menu

- Special Sponsorship Plans



Promotion on Tokyo Rainbow Pride 2022 official special program by InterFM897

OPTION MENU



Guest list for 2019

Ataru Nakamura/Happo Fubijin
 /Yu Sakai/Taiji Saito /
 Ryuchell / Wednesday
 Campanella /Teruma Aoyama
 (Comment) /Tsuyoshi Kizu/
 Yaruki Arimi/

InterFM897, in support of Tokyo Rainbow Pride and as our official partner media, will be presenting a special 7-hour program called "TOKYO RAINBOW PRIDE SPECIAL ONE LOVE". It will be broadcast from a special booth in Yoyogi Park, the venue of the Pride Festival, and aiming to create through music a world in which all forms of "love" are respected

Number of spots: 5 (planned)

Broadcast length: Seven hour special collaboration program

Broadcast date: To be held between 22, 23, or 24 April, 2022. Details TBD

Title : TOKYO RAINBOW PRIDE 2022 Official Program

InterFM897 Holiday Special One Love (TBC)

Spot outline : Co-presented without payment, joint credit (no. of times to be adjusted), total advertisement time 180 seconds

Other details : 1. 15-minute corner broadcast arranged for sponsors within the show (live acoustics, talk shows, listener participation etc.)

2. Exposure at the InterFM897 broadcast booth (billboards, back panels)

3. Handouts at the InterFM897 broadcast booth

4. Broadcast of TRP support spot advert as an advanced (TRP announcement + "xx supports TRP") 40 seconds x 10 times –

Material

Price : ¥1,000,000



▼ From the 2019 Programme HP
<https://www.interfm.co.jp/lp/rainbow/>



[Tokyo Rainbow Pride 2020 time countdown promotion by InterFM897]

OPTION MENU

Broadcast a commercial with each calling of the time. Radio House Project. You can use the similar slot as a "Special April Project"

A creative way to COUNT DOWN TO TOKYO RAINBOW PRIDE 2022

- Radio Hour Mon-Fri band

Spots : TBD

Broadcast length : 25 secs of radio hour time calling from Mon to Fri 5 x times a week

Broadcast dates : Weekdays in April, 2022 (Until TRP 2022)

Fee : ¥800,000 (Includes one format production fee)

- Radio Hour Sat-Sun band

Spots : TBD

Broadcast length : 25 secs of radio hour time calling from Sat-Sun 2 x time a week

Broadcast dates : Saturdays and Sundays in April (until TRP 2022)

Fee: ¥350,000 (Includes one format production fee)

- Broadcast format:

Example of wording:
 "Towards a society where all love is treated equally"
 TOKYO RAINBOW PRIDE is only X days away!
 (Sponsor name) informs you it's △o'clock



OPTION MENU

Sponsored Article plan

“Creating original articles that incorporate a global perspective.”

Details:

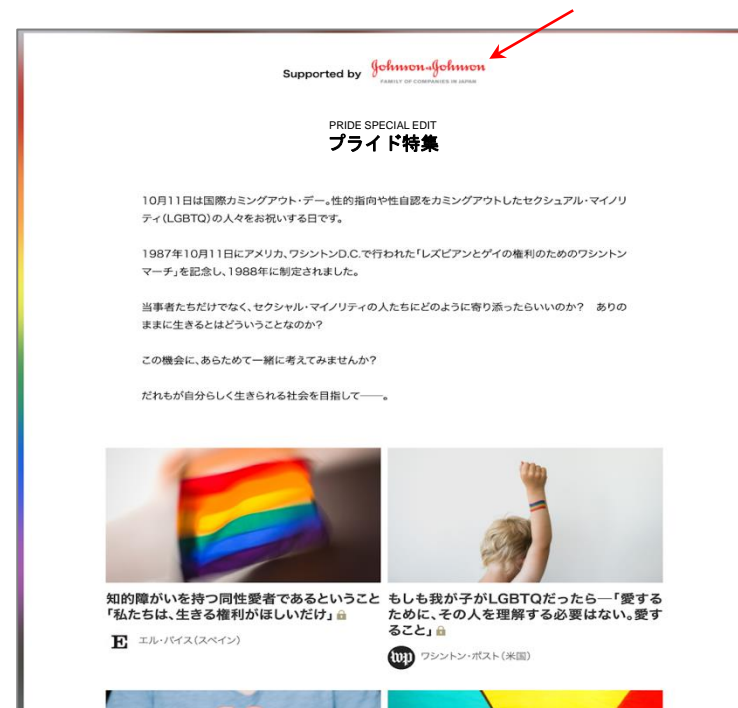
Sponsor's logo to be displayed on the Pride feature page in COURRIER JAPON

The following services are available

- Production, posting of one sponsored article (Est 5,000PV、Est One month posting)
- Secondary use of text and images will be permitted on the sponsor's website (approx. for six months)
- Articles can be reprinted on the TRP website.
- Each sponsored article will be posted three times on COURRIER's official Facebook and Twitter feeds.

Period : From date of confirmation to end of May 2022

Fee ¥ 900,000



※Sponsored articles will include PR notations and sponsorship credits.
 ※In order for the article to be published, it will be screened in accordance with Kodansha's screening standards. Please note that we may not be able to accept your application as a result of this screening.

OPTION MENU

LGBTQ policies can vary from one company to another. Some may be just starting to look at D&I while others may be hoping to collaborate with other companies from different sectors to create new initiatives. At TRP we look to advise a wide range companies and their requests, from light-hearted events such as a tour of Shinjuku 2-chome to more hard-hitting initiatives such as cross-sectorial partnerships. Please feel free to contact us for any advice.



◆ Planning, management, and support involving external parties

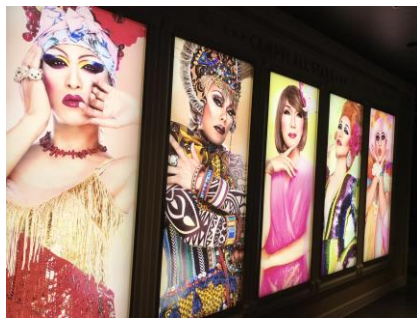
(Collaborate with TRP, support collaboration with other organizations, etc.)

◆ Produce Ally awareness activities involving the entire company

◆ Event Planning

(Film Screenings, Shinjuku 2-chome Tours, Human Library events)

◆ Help with gathering survey subjects



*Online training also possible

OPTION MENU

Corporate training and lectures can be customized, such as by designating Fumino Sugiyama, co-chairman of our organization, as the lecturer, or by having a panel discussion format with multiple guests.

(Please contact us for details as additional costs may be incurred)

※ Please note that due to the lecturer's schedule, we may not be able to accommodate all requests. Details of the lecture will be further discussed once confirmed.

Lecturer



Photo credit: Tatsuya Yokota

Fumiyo Sugiyama/Transgender

NPO Tokyo Rainbow Pride Co-representative director

Representative Director of NPO Heart School
Director of NPO Green Bird

Born in Shinjuku-ku, Tokyo in 1981.

Former national women's representative for fencing.

After studying sexuality at Waseda University Graduate School, he wrote "Double Happiness", published by Kodansha, which interweaved his research with his own experiences of being transgender. It attracted much attention, with a Korean translation and comic version also produced.

After graduating, he traveled around 50 countries globally together with Antarctica for 2 years, coming into contact with various local issues. After returning to Japan, Fumiyo worked at a company for 3 years. At present, in order to spread LGBTQ knowledge, he runs restaurants and events, each with the theme of "creating spaces in which differences can be known and enjoyed," together with speaking at over 100 workshops and media events across the nation. Fumiyo was also involved in the establishment of the first Shibuya Ward Same-Sex Partnership Ordinance in Japan, and serves as a member of the Council for Promotion of Gender Equality and Diversity Society in Shibuya. In 2018, he had his first child with his partner, raising the child as a three-parent family together with their friend who donated sperm, a topic which received great attention.



Become a supporting member

We are looking for corporations that agree with the purpose and objectives of our organization and will support our activities on a continuous basis.

【 Corporate supporting member membership fee】

- ¥100,000 per share
- One share minimum

【Application】

Please contact our sales rep via the below email address

sponsor@tokyorainbowpride.com

TRP.Org site banner

For those applying for 3 shares (300,000 yen) or more, you will be able to display your company's banner on the Tokyo Rainbow Pride corporate website.

Banner size : W234px x H60px

Posting Period : One year

Tokyo Rainbow Pride Corporate website

<https://tokyorainbowpride.org/>



Call for Donations

Tokyo Rainbow Pride accepts any and all donations from individuals and groups who share our purpose and interest in our activities,

It is thanks to the donations from so many of you that, in addition to support from the sponsorship plan, we are able to continue our activities.

We also accept and look forward to donations from sponsors over and beyond the sponsorship plan too.



At NPO Tokyo Rainbow Pride, we would like to help you with all your LGBTQ initiatives.

We can work with you on everything from CSR activities to LGBTQ marketing.

If you have any questions, please do not hesitate to contact us at the address below.

Thank you very much in advance for your understanding, support and cooperation.

Tokyo Rainbow Pride 2022 Executive Committee

Email address:

sponsor@tokyorainbowpride.com

For more on Tokyo Rainbow Pride check us out here :

■TRP2022 Official Website
<https://tokyorainbowpride.com/>



■Tokyo Rainbow Pride Organisation site
<https://tokyorainbowpride.org/>



■TRP Channel (YouTube)
<https://youtube.com/c/TokyoRPride>



“What is Tokyo Rainbow Pride” Video
by (Co-chair Fumino Sugiyama)
<https://youtu.be/UitcgQsdEv8>



■Twitter
https://twitter.com/Tokyo_R_Pride



■Facebook
<https://www.facebook.com/Tokyo.R.Pride>



■Instagram
<https://www.instagram.com/tokyo.r.pride/>

