

# TOKYO RAINBOW PRIDE

## TOKYO RAINBOW PRIDE 2016 SPONSORSHIP GUIDE

Organized by: TOKYO RAINBOW PRIDE (Recognized Nonprofit Corporation)  
<http://www.tokyorainbowpride.com>

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TOKYO RAINBOW PRIDE 2015 saw a record-breaking high turnout of 58,000 participants. We were able to achieve such a great turnout, and hold such an amazing event thanks to the generous help of the many companies, groups, and organizations which offered us their support. We want to again offer our sincerest thanks to all those who offered their support.

LGBT related topics saw increased focus and attention within Japan in 2015. There were also numerous developments surrounding LGBT issues. Shibuya and Setagaya began recognizing same-sex partnerships, and helped prompt the formation and a non-partisan LGBT parliamentary group. The Legal Network for LGBT Rights also submitted a request for relief on the grounds of human rights to the Japanese Federation of Bar Associations. All these events and more helped lead to unprecedented levels of coverage of LGBT issues and individuals in mass media and online. Coverage will only continue to intensify as we get closer to the 2020 Tokyo Olympics. It is within this changing social atmosphere that we will be holding TOKYO RAINBOW PRIDE 2016 during the Golden Week holidays (please see the TRP2016 Outline for more details).

Your continued support and donations are essential to the successful execution of TOKYO RAINBOW PRIDE 2016. It cost approximately 16 million yen to successfully run TRP2015. 2016 will require a similar amount. As such, we hope that we can count on your support for TRP2016.

A member of our Partner Outreach and Development Division will be happy to provide you with more details and answer any questions you might have. Thank you, and we look forward to working with you in 2016.

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

## Total Participants: Approx. **58,000** (TRP2014: 18,000)

With the increased focus on LGBT issues in society thanks to the recognition of same-sex marriage in America and the recognition of same-sex partnerships in Shibuya and Setagaya, TRP2015 saw a record-setting turnout

★Participants in the Parade/Festa: **55,000** (12,000 on 4/25 | 35,000 on 4/26)

★Parade Participants **3,000** (roadside supporters: 5,000)

★Rainbow Week Event Participants: **3,000** (all numbers approximate)

## Website Page Views: **973,750** (March – April, 2015) (410,000 views in 2014)

TRP's homepage ranks highly on both Google and Yahoo for LGBT-related searches, and is heavily visited throughout the year.

## Media Mentions: Over **8 programs** (TV / video), **37 articles** (print media / online)

From TV variety programs to online news features, TRP was featured in a broad range of media properties.

## Rainbow Partner



## Gold Partner



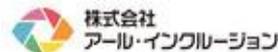
## Corporate Support



## Silver Partners



## Bronze Partners



## Booths at TRP2015

iaeグローバルジャパン株式会社【留学ネット】/ISmagazine/赤福屋/アクセント(株)/NPO法人akta/アマランス・ラウンジ/アメリカ大使館/イータバコ/(株)コアデックス/EMA日本/EY/irodori/株式会社ニューキャンパス/宇田川カフェ/株式会社LD&K/APT406/27GO!/SKトラベルコンサルティング株式会社/FTMマガジンlaph/エリジユス/エリジユスケータリング/L&G Timpani/NPO法人LGBTの家族と友人をつなぐ会/LGBTの老後をそうぞうする会/LGBT支援法律家ネットワーク有志/LGBTパートナーズ/LGBTファイナンス/株式会社LDHkitchen/ONARS/有限会社オフィスイタダキ/カラフル連絡網(全国LGBT活動者の会)/合同会社CatCode/グーグル株式会社/GomiKontonStore/認定NPO法人グッド・エイジング・エールズ/GRAMMY TOKYO/在日イスラエル大使館/株式会社サニー/C.R.A.C./有限会社シャンカン/G-pit net works/G-FRONT関西/新宿二丁目どろぶね/シバンズ株式会社/Jägermeister/株式会社エフエアルファ/株式会社L-KA/Juerias LGBT Wedding/株式会社スターダストプロモーション/Stonewall Japan ストンウォール・ジャパン/Spindle+/全米プライダルコンサルタント協会/株式会社SORYU 野方ホープ/Double Design Co./駐日英国大使館/有限会社ティープレイ/電通ダイバーシティ・ラボ/株式会社DMM.com/株式会社DEICA JAPAN/TEX MEX&BAR Drug-on TACOS(ドラゴンタコス)/東京英語いのちの電話/TOKYO GAY NIGHT/東京国際レズビアン&ゲイ映画祭/東京大学石丸研究室/東京大行進/東京都エイズ啓発拠点ふぉーてぃー/東宝株式会社 演劇部宣伝室/特別配偶者(パートナーシップ)法全国ネットワーク/なんぶんち/にじいろかぞく/日本キリスト教団新宿コミュニティ教会/日本テレビ放送網株式会社/News Café/Netherlands Embassy Tokyo(オランダ、オーストリア、ベルギー、フランス、ドイツ、スイス、EUの7カ国の大使館)/野方ホープ/株式会社SORYU/Novia Novia/Bar『kizuki』/特定非営利活動法人パープル・ハンズ/High&High/有限会社ビープロダクト/ピカケマインドスタジオ/東中野さくら行政書士事務所/藤間紫苑.com&ピアチカ/NPO法人ピアフレンズ/BMW Group Company/株式会社フィリップスエレクトロニクスジャパン/藤原印刷株式会社/フットマッサージ/有限会社フリービー/ベアエッセンシャル株式会社/BEN&JERRY'S/株式会社コスモメディア/ヴァニラ画廊/VALENTY WEDDING × 日本セクシャルマイノリティ協会/MUNCHIES DINER/株式会社ミライカラーズ/メンミクアプリ/ラブピースクラブ/REACH Online 2015/特定非営利活動法人ReBit/株式会社 ルピシア/レインボーアイル/The Royal Danish Embassy in Tokyo/WARMHEART

**Event Name:** 東京レインボープライド2016  
TOKYO RAINBOW PRIDE 2016

## ★PARADE & FESTA

**Date:** FESTA: May 7, 2016 (Sat.)  
PARADE: May 8, 2016 (Sun.)

**Location:** Yoyogi Park Event Space and Outside Stage

**Participants:** Approx. 60,000  
FESTA: Approx. 25,000  
PARADE: Approx. 35,000

## ★RAINBOW WEEK

**Date:** April 26 (Fri.) – May 8 (Sun.)

**Location:** Centered in Tokyo, various locations around Japan

**Participants:** Approx. 5,000 over 60 events



## Application Deadline: Mid March, 2016

Event Venue		Figure in brackets represents maximum no. of sponsors	Rainbow (1)	Platinum (2)	Gold (multiple)	Silver (multiple)	Bronze (multiple)
60,000 VISITORS EXPECTED	Venue Booth	A booth to introduce / be used by your organization	<input type="radio"/> Large tent or 2 "free-space" booths	<input type="radio"/> Large tent or 2 "free-space" booths	<input type="radio"/> Standard booth (2 units) or a "free-space" booth	<input type="radio"/> Standard booth (1 unit)	<input type="radio"/> Standard booth (1 unit)
	Product Sampling	Providing product-samples to visitors at the event.	<input type="radio"/> (During registration for the parade, from the general information booth and your booth )	<input type="radio"/> (From the general information booth and your booth )	<input type="radio"/> (In your booth)	<input type="radio"/> (In your booth)	<input type="radio"/> (In your booth)
	Interview Booth / Charity Photo Booth	Incorporating your logo into the Interview Booth / Charity Photo Booth	<input type="radio"/> (Interview Booth / Charity Photo Booth)	<input type="radio"/> (Charity Photo Booth)	×	×	×
	Stage / Venue Entrance	Featuring your logo on the event stage / at the venue's entrance	<input type="radio"/> Stage (featured) / Entrance	<input type="radio"/> Stage (side) / Entrance	<input type="radio"/> Entrance	×	×
WEB/ Printed Materials							
100,000PV EXPECTED	Website	Banner on the TRP website	<input type="radio"/> (Large : First)	<input type="radio"/> (Large : Second)	<input type="radio"/> (Large : Third)	<input type="radio"/> (Small)	<input type="radio"/> (Small)
		Feature article	<input type="radio"/> (First)	<input type="radio"/> (Second)	<input type="radio"/> (Third)	×	×
5,000 COPIES	TRP Original Handbook	Advertisement placement	Cover 4	Cover 2/Cover 3	Inner page (1p)	Inner page (1p)	Inner page (1p) (Either Original Handbook or Newspaper Guidebook)
		Feature article	<input type="radio"/> (First)	<input type="radio"/> (First) △ (Either Original Handbook or Newspaper Guidebook)	×	×	×
12,000 COPIES	Newspaper Guidebook	Advertisement placement	Cover 4	Cover 2/Cover 3	Inner page (1p)	Inner page (1p)	Inner page (1p) (Either Original Handbook or Newspaper Guidebook)
		Feature article	<input type="radio"/> (First)	<input type="radio"/> (First) △ (Either Original Handbook or Newspaper Guidebook)	×	×	×
500/5,000 COPIES	Poster / Flyer	Featuring your logo on official posters / flyers	<input type="radio"/> (First)	<input type="radio"/> (Second)	<input type="radio"/> (Third)	<input type="radio"/>	<input type="radio"/>
5,000 COPIES	Pocket Tissue	Featuring your logo on official pocket tissue to be distributed during the Festa	<input type="radio"/>	×	×	×	×
Amount of Support			Inquire for Details	Inquire for Details	Inquire for Details	Inquire for Details	Inquire for Details

Standard Booth (L), Large Booth (R)



“Free-space” Booth



Food Booth (L), Catering Truck (R)



## Application Deadline: Late March, 2016

Booth Type	Units	Included Amenities	Cost (2-days)	Cost (1-day)
Standard Booth	1 Unit (1/2 a tent)		¥ 50,000-	¥ 40,000-
“Free-Space” Booth	2 Units (equivalent to 1 tent)  *No tent provided. Allows you to create your own original booth/space.	1 table, 2 chairs (additional tables/chairs available for an additional cost)  *Please see the “Standard Booth Outline” for more details.	¥ 150,000-	¥ 120,000-
Large Tent Booth	4 Units (equivalent to 2 tents)		¥ 300,000-	¥ 200,000-
Food Booth	2 Units (equivalent to 1 tent)	2 tables, 2 chairs, 1.5KW electrical hookup, fire extinguisher, light, water / drain hookup, double sink, hand-washing facilities, hot-water heater, refrigerator (tent dimensions 3.6m (face) x 3.6m (depth) *Please see the “Food Booth Outline” for more details.	¥ 180,000-	¥ 150,000-
Catering Truck	Space to park your catering vehicle	Parking space / 1.5KW power hookup  *Please see the “Food Booth Outline” for more details.	¥ 150,000-	¥ 120,000-

## Booth

For more details, please consult the “Standard Booth Outline” and “Food Booth Outline.”



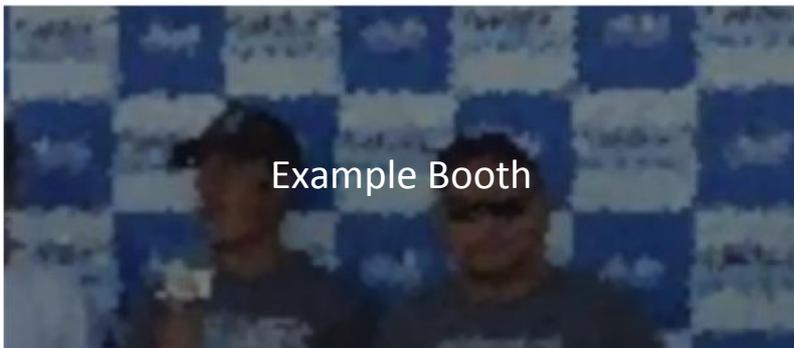
## Product Sampling

Sampling methods / location vary by plan. (Alcohol may not be distributed)  
Please contact us to inquire about sampling-only related sponsorship.



## Interview Booth / Charity Photo Booth

New for TRP2016, the event will feature an interview booth for use by media, as well as a charity photo booth. Depending on the plan, your logo can be featured in one or both of the booths! The interview booth will also be used during the TSP2016 opening ceremony.



## Stage / Venue Entrance

Logo placement and size varies by plan.



## Website

### Contents

- Event information for the Parade, Festa, and Rainbow Week
- Banners for our sponsors (will work with each sponsor to identify ideal placement)
- Feature articles and other collaborations with sponsors
- Latest news concerning TRP2016

### Site Online:

January, 2016 (currently online)

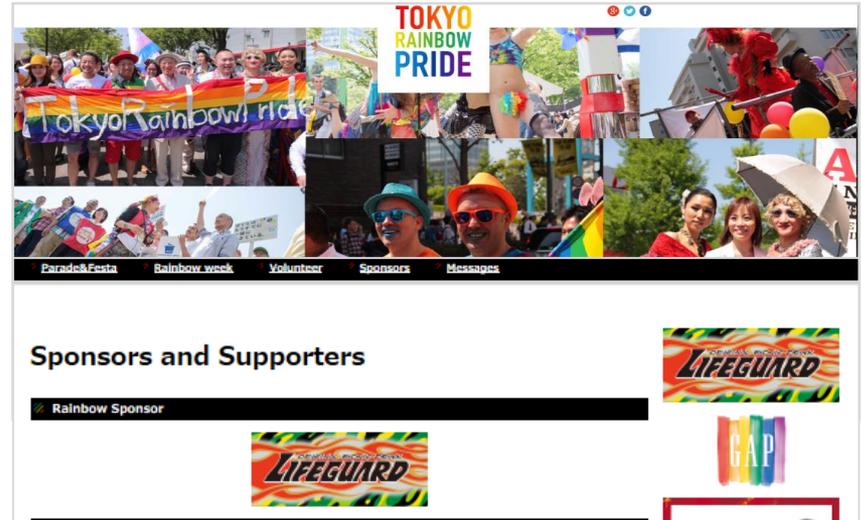
### Site Live

January 5 – September 30, 2016

Banner-only sponsorships are also available

Application Deadline: Mid April, 2016

Deadline for Data: Late April, 2016



Banner Size	Cost
Large (214px × 90px)	¥200,000
Small (138px × 44px)	¥100,000

## TRP2016 Original Handbook

### Contents

- Recent LGBT news and features
- A look at TOKYO RAINBOW PRIDE's activities...etc.

### Number of Copies

5,000

### Form Factor

B5 / saddle stitch / 4-color / 24 pages (est.)

### Distribution Period

From early April through TRP2016's events

### Distribution Locations

- Rainbow Week, Parade, and Festa event locations
- LGBT-related stores and bars in Nichome, Shibuya, and Shimbashi (etc.)

Advertisement-only sponsorships are also available.

Application Deadline: March 4, 2016 (Fri.)

Deadline for Data: March 18, 2016 (Fri.)

Placement	Colors / pages	Size	Cost
Inner page	4-colors / 1 page	B5	¥200,000

TRP2015 featured a collaboration with "Tokyo graffiti"

## Newspaper Guidebook

### Contents

- Venue map for the Parade and Festa
- Information on the Parade, stage events, booths, floats, etc.
- Messages from supporters and selected articles

perfect for the days' events

### Number of Copies

12,000



### Form Factor

B4 Newsprint / 4-colors / 24-32 pages

### Distribution

From mid-April, 2016

### Distribution Locations

- Rainbow Week, Parade, and Festa event locations
- LGBT-related stores and bars in Nichome, Shibuya, and Shimbashi (etc.)

Advertisement-only sponsorships are also available

Application Deadline: March 18, 2016 (Fri.)

Deadline for Data: April 1, 2016 (Fri.)

Placement	Colors / pages	Size (h x w)	Cost
Inner page	4-color / 1 page	362mm × 253mm	¥200,000
Inner page	4-color / 1/2 page	177mm × 253mm	¥100,000
Inner page	4-color 1/4 page	85mm × 253mm	¥50,000
Inner page	4-color / 1/8 page	85mm × 123mm	¥40,000

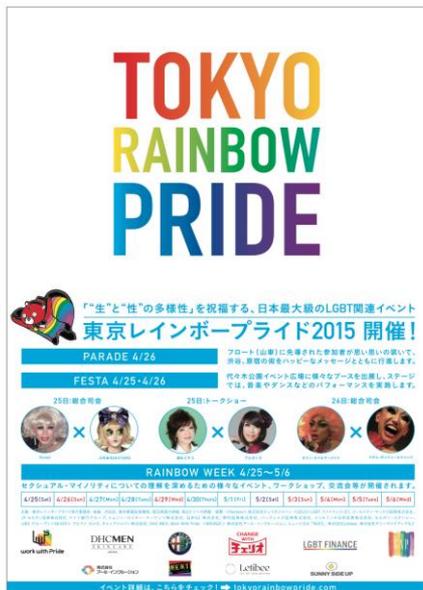
## Posters

### Number

500

### Display Locations

- Rainbow Week, Parade, and Festa event locations
- LGBT-related stores and bars in Nichome, Shibuya, and Shimbashi (etc.)



## Flyers

### Number

5,000

### Distribution Locations

- Rainbow Week, Parade, and Festa event locations
- LGBT-related stores and bars in Nichome, Shibuya, and Shimbashi (etc.)

Front



Back



## Pocket Tissue

### Number

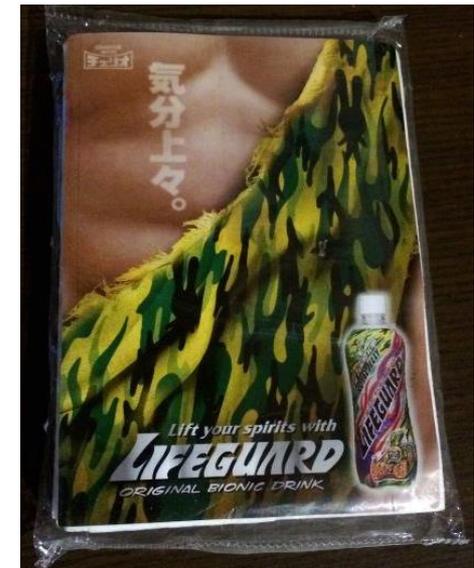
5,000

### Form

In the pocket tissue case / 4-color  
Water soluble type that is also suitable  
to be used as toilet paper..

### Distribution Locations

Parade and Festa event locations



TOKYO RAINBOW PRIDE is thankful to the many organizations 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.

Donations are accepted in increments of ¥10,000

We kindly ask that you take a moment to consider a donation in combination with your sponsorship of TOKYO RAINBOW PRIDE.

All the volunteer staff here at TOKYO RAINBOW PRIDE hope that we can support your organization's efforts to work with and help the LGBT community.

Please don't hesitate to ask us about anything you think we might be able to help with, from CSR to marketing, or anything else about LGBT community. We are more than happy to answer any questions!

Also, if you have any questions about the sponsorship plans, please let us know. We want to ensure that whatever plan you choose is a perfect fit for your organization, and are more than happy to create a plan that is right for you and your organization.

Please contact us at the e-mail address below for more information.

Thank you from all of us at TOKYO RAINBOW PRIDE.

We look forward to working with you!

**E-mail : [sponsor@tokyorainbowpride.com](mailto:sponsor@tokyorainbowpride.com)**

If there is any contradiction between what the English language version of the documents we provided says and Japanese language version says, then the Japanese language version shall take precedence.

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**TOKYO RAINBOW PRIDE**