

Partnership proposal.





What are the Rainbow Games?

The Rainbow Games 2024 is a premier multi-sports events celebrating diversity in sexual orientation, sex characteristics and gender identity.

The Rainbow Games will bring together participants from across the Pacific to compete in a variety of sports, including rugby, netball, basketball, volleyball, football, tennis, swimming, and more.

Our goal is to create a safe and welcoming environment for rainbow communities to participate in sports and to promote visibility and awareness of the LGBTQI+ community in sports.

Who are we?

The Pacific Rainbow Games Trust.



The Pacific Rainbow Games Trust is a non-profit charitable trust.

Fostering a community that encourages participation, understanding and acceptance of people of diverse sexualities and gender identities.

Established to oversee the delivery and legacy outcomes of the 2024 games held in Tāmaki Makaurau Auckland. At the completion of the 2024 Games, the Trust will continue to govern while working with Rainbow communities to provide policy and direction to the management of this long-term home-grown event.

The Trust are committed to welcoming, celebrating and including people of all cultures, in line with the concept of manaakitanga.

The Trust will engage with key government agencies on programs developed around inclusiveness & participation of the LGBTQI+ communities.

Our board.



Teresa Platt



Sam Learmonth



Angus McDougall



David Gurney



Richard Jin



Tux Hika



Brad Christensen

Background.



The Games will initially consist of up to 15 sports.

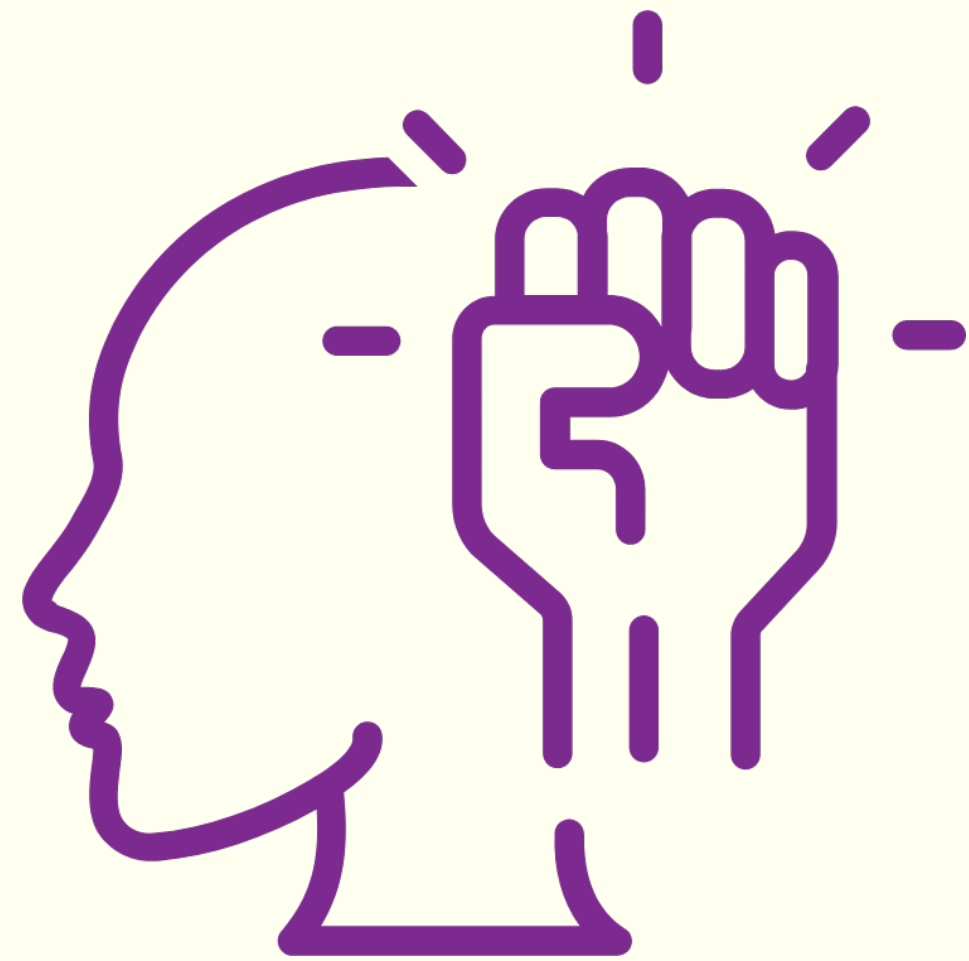
The Games will include cultural events and rainbow festivities and will be held every two years from 2024.

The Games will run for 5 days and will provide a significant opportunity to platform inclusivity in sports and to further advocate for the acceptance and participation of rainbow sporting participants, at a societal and grassroots level.

The Games is an occasion to celebrate diversity, to create an environment where Rainbow communities feel safe and are welcome to participate in anything that they like.

The Games will be an example of seeing the Rainbow community in action and a vehicle for our Rainbow rangatahi to connect and be included as part of the many Rainbow communities. For rangatahi who are coming out, transitioning and/or questioning their sexuality or gender identity, it will be an important opportunity to see positive role models celebrating our diversity and taking pride in our identities in sports.

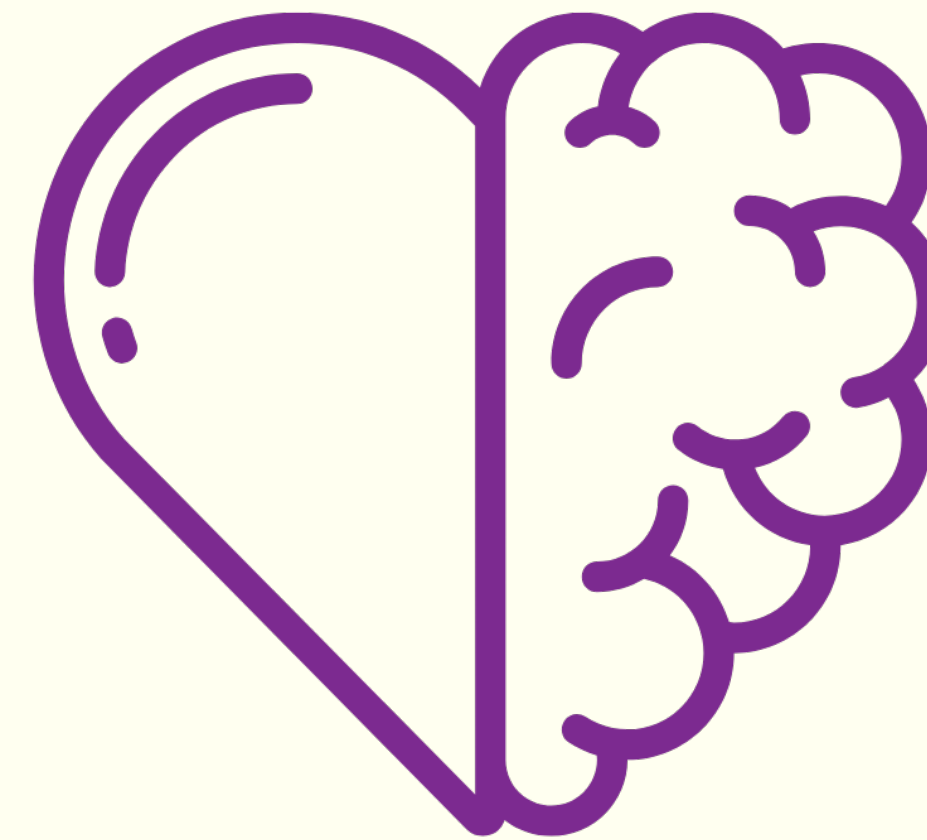
Values.



MANAMOTUHAKE
Self-determination



TURANGAWAEWAE
A sense of place
and belonging



HAUORA
Enhancing wellness



MANAAKITANGA
Supported approach





Ten Pin Bowling
PINS Bowling



Roller Derby
Trusts Arena



Touch
Trusts Arena



Basketball 3x3
Trusts Arena



Rugby 7s
Trusts Arena



Netball
Te Pai Netball Centre



Aquatics:
Swimming and Diving
West Wave Aquatic Centre



Badminton
Trusts Arena



Softball
Starling Park



Tennis
Albany Tennis Park
(GLTA-sanctioned)



Soccer / Football
Trusts Arena



5K/10K/Half Marathon
Waterfront Half
Marathon



Lawn Bowls
New Lynn Bowling
Club



Volleyball 4's
Trusts Arena

Rainbow Games Ambassadors.



Campbell Johnston

NZL
(ex) All Black



Honey Hireme

(Right)
NZL
(ex) Black Fern,
prominent sports
reporter/commentator
with Sky TV



Kate Weatherly

(Right)
NZL
NZ Mountain Biker



Jaiyah Saelua

American Samoa
Football



Hugo Chou

NZL
Badminton



Venues.



LOCATION: THE TRUSTS ARENA AND NEARBY VENUES

The Trusts Arena is located 16kms and 20 minutes’ drive from the Tāmaki Makaurau Auckland Central Business District.

Venue	Notes
Auckland CBD venues	Registration and Opening Ceremony
The Trusts Arena	The main hub of activities. Home to over 50% of sports and the location of most arts, culture and social activities
Te Pai Netball	Potential to be the most participated sport - netball
PINS Bowling	Hosting ten-pin bowling
West Wave Pools	Hosting swimming and diving
Starling Park	Hosting softball
Albany Tennis Park	Hosting New Zealand's first GLTA-sanctioned tournament
Waterfront Half Marathon	Co-hosting the 5K, 10K and Half Marathon
New Lynn Bowls Club	Hosting the lawn bowls (Bowls3Five)




Event impact.

This event is modelled off the larger international event, the World Gay Games, which is held every four years and attended by over 10,000 queer-identifying competitors.

The Tāmaki Makaurau edition of Rainbow Games will be held every 2 years, starting in 2024 with up to 14 sports.

There are currently no major LGBTQI+ sporting events held in the southern hemisphere and the only event other than the World Gay Games that is still running is the EuroGames in Europe. Our long-term aim is to bid for, and host, the World Gay Games in Auckland in 2034.



Meaningful participation: through participating in sports, managing or governing the events and/or putting on cultural events. Participation in sports has physical and mental health benefits. Participation will also provide a sense of place and community for all groups and encourage cohesion between our diverse populations.

Self-determination and influencing decision making: members of the Rainbow community are governing the rollout of the games. The Trust has established its own policies and procedures and will manage these into regional sports organisations and the codes holding each sport.

Greater sense of belonging, acceptance and inclusion: the games' overall outcomes is to have people experience inclusion and belonging within our culture. The ultimate success for the Trust is people feel that their authentic selves are fully accepted because they have participated in the games. This is especially important for our Rainbow rangatahi, who require extra support as they develop into adulthood and establish their identities in our society.

Increase social inclusion: the games' outcomes of meaningful participation, self-determination and influencing decision-making and greater sense of belonging, acceptance and inclusion will result in increased experiences of social inclusion. Enhanced feelings of social inclusion is one of the most important consequences of the games as it can diminish the marginalisation and exclusion often felt by Rainbow people. Feelings of social inclusion are critical for positive mental health and well-connected individuals.

Participants & supporters.



The Rainbow Games targets participants from Aotearoa New Zealand, Australia, the Pacific Islands. Although participants from further afield are, of course, welcome to come and join in the fun.

The games will become a significant driver of visitation to Auckland bringing LGBTQI+ and allies with traditionally higher incomes to enjoy the games and the city.

The Trust has received a lot of backing from the communities and from businesses keen to collaborate with us at the event.

NZ Major Events, MBIE, Sport NZ, AKTIVE, Waitakere Netball, Touch NZ, NZ Rugby, Netball NZ, Auckland Swimming and many more have already committed their support.

Tātaki Auckland Unlimited, and the Adelaide City Council are collaborating to hold the event every alternate year. This will encourage continued participation from our communities here, in Australia and the Pacific, as an ongoing annual event.

Innovation.



The Rainbow Games have been created as an opportunity for the rainbow community to participate in a multi-discipline sporting environment which turns the tide on gendered sports teams and competitions. Sports have been chosen because teams can be 'open' or non-gendered and people self-identify their gender and self-select the sports they participate in.

Our audience.

With our diversification and accessibility, the Rainbow Games reaches a quickly growing domestic national and international audience.

The Trust has a focus on community and participation.

- LGBTQI+ Community
- School Students (Lil' Gay Out)
- Students (EIT & University)
- Sporting Groups
- Community Groups
- Business Groups
- General public
- National sporting codes
- International LGBTQI+ Community



Partnership opportunity.



By partnering with our unique community focused organisation, you will have exposure across, national media, digital channels, programme print collateral, large fixed display and digital signage, venue signage, social media, programmes, screens and much more.

With a diverse attendance, this is a great opportunity to showcase your brand, and support of this community focused Trust, while revealing your business story to people regionally and from around New Zealand.

The Rainbow Games operations will have a significant impact for New Zealand community and resonate with athletes & fitness enthusiasts from all over the country.

The event aims to attract up to 1500 competitors in the inaugural edition of the Games, from New Zealand, Australia, the Pacific Islands, and further abroad and more than double the number of supporters.

We invite you to come along for the journey and help take Aoteroa's greatest community asset to the next level.

Partner With Us!

Why support the Rainbow Games 2024?



As an Official Rainbow Games Partner you will be able to leverage in the following ways:

- . Through our specific marketing campaigns for the Rainbow Games, we will showcase your brand to an extensive audience
- . Through our media and digital channels, we will creatively tell the story of your brand to all of our customers, their friends and families
- . Through our extensive database and regular communications with our athletes and supporters
- . Through incredible Rainbow Games social events for your clients, guests or staff
- . Through brand activation planning with you and your team
- . Through our venue displays and activations
- . Through hosting guests from all over New Zealand and the Pacific

 **see additional
benefits below**

SPORT PARTNER



As a **SPORT PARTNER** of the Rainbow Games, you will receive presenting rights to your chosen sport, alongside the following benefits:

Badminton	Unavailable
Basketball 3x3	Available
Diving	Available
Football 5-a-side	Available
Lawn Bowls (Bowls3Five)	Available
Netball	Available
Roller Derby	Available
Rugby 7's	Available
Running	Unavailable
Softball	Available
Swimming	Available
Ten-Pin Bowling	Available
Tennis	Available
Touch	Available
Volleyball 4's	Available

- Presenting rights to the sport, for example, *Badminton, presented by YONEX*
- Sport Partner logo included on sport-specific webpage
- Logo on Sponsors Page - Sport Partner section, with link to partners website
- Logo included in sport-specific handbook and event handbook
- A-board branding on site of sport-specific area (provided by sponsor)
- 1 x social media posts of Rainbow Games 24 Facebook and Instagram page
- 1 x targeted eDM to sport-specific database
- 4 x Rainbow Games registration for staff members to chosen sport, with exclusive 10% discount code for more staff entries

\$7,500 *(NZD, plus gst)*
Cash and/or contra - negotiable

VOLUNTEER PARTNER

As a **VOLUNTEER PARTNER** of the Rainbow Games, you will receive presenting rights to your chosen sport, alongside the following benefits:



- Presenting rights to the volunteer programme, for example, *Rainbow Runners, powered by XXX*
- Logo on Sponsors Page - Event Partner section, with link to partners website
- Logo on home page rolling banner
- Logo included in sport-specific handbook and event handbook
- A-board/Flag branding on site during Games time (provided by sponsor)
- 2 x targeted eDM to Rainbow Games database
- 4 x social media posts of Rainbow Games 24 Facebook and Instagram page
- 8 x Rainbow Games registration for staff members to chosen sport, with exclusive 15% discount code for more staff entries
- 8 x invites to the Rainbow Games 2024 Opening Ceremony

\$15,000 (NZD, plus gst)

Cash and/or contra - negotiable

EVENT PARTNER

As an **EVENT PARTNER** of the Rainbow Games, you will receive presenting rights to your chosen sport, alongside the following benefits:



- Event partner - sector exclusivity (e.g. Official Legal Partner, Russell McVeagh)
- Event Partner logo included on Sponsors Page - Sport Partner section, with link to partners website
- Logo on home page rolling banner and Volunteer uniform
- Logo included in sport-specific handbooks and event handbook
- A-board branding on site of sport-specific area (provided by sponsor)
- 4 x social media posts of Rainbow Games 24 Facebook and Instagram page
- 10 x Rainbow Games registration for staff members to chosen sport, with exclusive 25% discount code for more staff entries
- 10 x invites to a Rainbow Games event update/networking event in February/ March 2024 and the Rainbow Games 2024 Opening Ceremony

\$20,000 (NZD, plus gst)

Cash and/or contra - negotiable

PRESENTING PARTNER



As the **PRESENTING PARTNER** of the Rainbow Games, you will receive presenting rights to your chosen sport, alongside the following benefits:

- Presenting rights to the Rainbow Games 2024, for example, *Rainbow Games 2024, brought to you by XXX*
- Presenting Partner logo lock up, included on all PURE ATHLETIC merchandise, online and offline communications channels, with links to partner website where possible
- Logo on home page rolling banner, sport-specific handbooks and event handbook
- Significant branding exposure on site during the Games (provided by sponsor)
- Opportunities to get your product/brand in the hands of participants
- 5 x social media posts of Rainbow Games 24 Facebook and Instagram page
- 25 x Rainbow Games registration for staff members to chosen sport, with exclusive 30% discount code for more staff entries
- Two-year rights to renewal
- 20 x invites to attend an event update/networking function in February/March 2024; and 20 x invites to the Rainbow Games Opening Ceremony
- We can work with you to leverage your brand for additional activations on-site, alongside PR opportunities and more...

\$70,000 (NZD, plus gst) *Cash and/or contra - negotiable*



No idea is off the table.
Thank you!

I look forward to hearing from you.

Tom Leonard (He/him)

Event Director, Rainbow Games

0211578597

tom.leonard@rainbowgames.co.nz