



Partner Packages

Oulu Pride

31.7. – 6.8.2023



Greeting from the Chair

Thank you for your interest in supporting Oulu Pride ry and promoting human rights. We at Oulu Pride are very proud of the growth that we have had with the amount of visitors and visibility in the media. We are also happy for the parliament passing the long awaited trans legislation. However, the work for human rights doesn't stop here and we still want more strongly to raise discussion on the issues in our society.

Theme for the 2023 Oulu Pride is a safe future for LGBTIQ+ youth and children. Youth issues have been left out of the public conversation and from a legal perspective. For example, against the expert recommendations, the youth were left out of the right to confirm their legal sex in the recent trans law. In addition, in our society we need more information on LGBTIQ+ subjects in order to secure a safe future for all the youth.

Theme of the year will be visible during and outside the Oulu Pride week as events for the youth and spread awareness about the youth issues. Even previously the youth have been an important part of Oulu Pride history. I remember from the last Oulu Pride park party how happy one child was and said "this is better than christmas".

In order to implement our vision on Oulu Pride week, we need your help. Here as attached, you can read about our planned support packages, which are an easy way to show your support for the cause. In addition to these, we are also interested if you have some other way of supporting us. We hope to hear from you soon.

Best regards,
Minna Pallari
Chair



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Oulu Pride 2023

Partner Packages

Next pages introduce the basic packages from Bronze Package to Premium Partnership and Main Partner. Partly or completely tailored partnership is also possible. Contact us with your ideas and let's plan it together!

Please notice that some of the perks included in the packages require action from the partner:

- **Tent spot** has to be reserved separately, just agreeing to a package doesn't ensure the spot. There are a limited number of spots for tents – reserve yours in time! It's a spot only, tent will not be provided. Park Festival is on Sat 5.8.2023 from 14 to 19.
- **Publications in social media and websites as well as other forms of marketing** require the partner to provide all the materials to Oulu Pride on time to be approved and published. Partner can decide on their preferred social media platform.
- **Partner's Event** for Pride Week must be reported to Oulu Pride as soon as possible. In addition to marketing materials, event details need to be provided.





Bronze Package

250 €

(for NGOs 150€)

- Logo on Oulu Pride website.

Silver Package

450 €

(for NGOs 250€)

- Logo on Oulu Pride website.
- Possibility for Tent spot 3m x 3m on Park Festival.
- Possibility to organize an event during the Pride Week with Oulu Pride advertisement.

Limited supply!

Gold package 1.000 €

- Logo on Oulu Pride website.
- Possibility for tent spot 3m x 3m on Park Festival.
- Possibility to organize an event during the Pride Week with Oulu Pride advertisement
- Can use the title "Proud Partner of Oulu Pride 2023" and the Oulu Pride logo until end of July 2024.
- One publication in Oulu Pride social media platforms, including product placement, before the Pride Week.
- Visibility on Oulu Pride printed marketing materials (3% of sponsorship section).



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Limited supply!

Platinum Package (Premium partnership) 3.500 €

- Logo on Oulu Pride website.
- Possibility for tent spot 5m x 5m on Park Festival.
- Possibility to organize an event during the Pride Week with Oulu Pride advertisement.
- Can use the title "Proud Partner of Oulu Pride 2023" and the Oulu Pride logo until end of July 2024.
- One publication in Oulu Pride social media platforms, including product placement, before the Pride Week.
- Visibility on Oulu Pride printed marketing materials (7.5% of sponsorship section).
- Logo on the t-shirts of Oulu Pride volunteers (+500€ extra to price).
- Being mentioned during the Opening Ceremony of the Parade or Park Festival.
- Access to electric sockets during the Park Festival.



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The one and
only Main Partner
of Oulu Pride
2023!

Main Partner 15.000 €

- Logo on Oulu Pride website.
- Possibility for tent spot 10m x 5m on Park Festival.
- Possibility to organize an event during the Pride Week with Oulu Pride advertisement
- Can use the title "Proud Main Partner of Oulu Pride 2023" and the Oulu Pride logo until end of July 2024.
- One publication in Oulu Pride social media platforms, including product placement, before the Pride Week.
- Visibility on Oulu Pride printed marketing materials (30% of sponsorship banner).
- Logo on the t-shirts of Oulu Pride volunteers.
- Being mentioned during the Opening Ceremony of the Parade or Park Festival.
- Possibility to hold a speech during the Opening Ceremony of the Parade or Park Festival.
- Access to electric sockets during the Park Festival.
- Article on the Oulu Pride website.
- Free entry for 4 persons to all Oulu Pride main events.



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Overview of Oulu Pride 2023 Partner Packages

*limited supply

	Bronze 250€ (150€)	Silver 450€ (250€)	Gold* 1.000€	Platinum* 3.500€	Main Partner* 15.000€
Logo on Oulu Pride website	✓	✓	✓	✓	✓
Possibility for tent spot		3x3m	3x3m	5x5m	10x5m
Possibility to marketing of event		✓	✓	✓	✓
Partner title and the rights to use Oulu Pride logo			✓	✓	✓
Social Media publication on Oulu Pride channels			1pc	1pc	3pc
Visibility on printed Oulu Pride marketing materials (portion of sponsorship section)			3%	7.5%	30%
Logo on the t-shirts of volunteers				(+500€)	✓
Mentioned in a speech before Parade or beginning of Park Festival				✓	✓
Can hold a speech before Parade or beginning of Park Festival					✓
Electricity on Park Festival				✓	✓
Article on Oulu Pride website					✓
Free tickets for main events					✓

Oulu Pride ry

Contact Details

Sponsorships:

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Miru Heikkinen

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The board of Oulu Pride ry:

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Contact the producer for event
related issues:

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Business Registration Number: 222.412

Business ID: 3001460-6

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Account number: FI39 7997 7992 6038 81 (Holvi)

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Partners of Oulu Pride 2022

OULU



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ÖURA

