



TOKYO RAINBOW PRIDE 2020

Sponsorship Guide



Organizer: NPO Tokyo Rainbow Pride

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This spring, “Tokyo Rainbow Pride 2019” was a major success, with approximately 200,000 participants. This could not have been possible without the amazing help and support of all of our participants and sponsors. Thank you again for your support!

The TRP2019 was held under the theme of “I HAVE PRIDE”.

2019 marked the 50th anniversary of the 1969 Stonewall Riots in NY, which was said to be the origin of LGBTQ rights activities, and it also marked the 25th anniversary of pride parades in Tokyo. Our goal is to realize a society in which all people can have pride in being who they are, by marching back to the origins of what “PRIDE” truly means. TRP2019 was held with that thought in mind.

The Tokyo Olympics will soon be approaching, and the importance of diversity and inclusion is becoming more and more prevalent. Together with the community, we wish to create “Tokyo Rainbow Pride 2020” with an even greater sense of responsibility and passion!

There is still much left to be done, so we kindly ask for your support and cooperation towards TRP2020.

NPO Tokyo Rainbow Pride Co-Representative Director, Fumino Sugiyama, Natsumi Yamada

[EVENT MOBILIZATION]

■ Pride Festival & Parade

Approximately **200,000** visitors, the highest number ever, visited the venue in Yoyogi Park.

DAY 1 (28 April): 120,000 people

DAY2 (29 April): 80,000 people

Parade: 10,915 people

* Compared with last year (150,000 people): **+33.3%!**

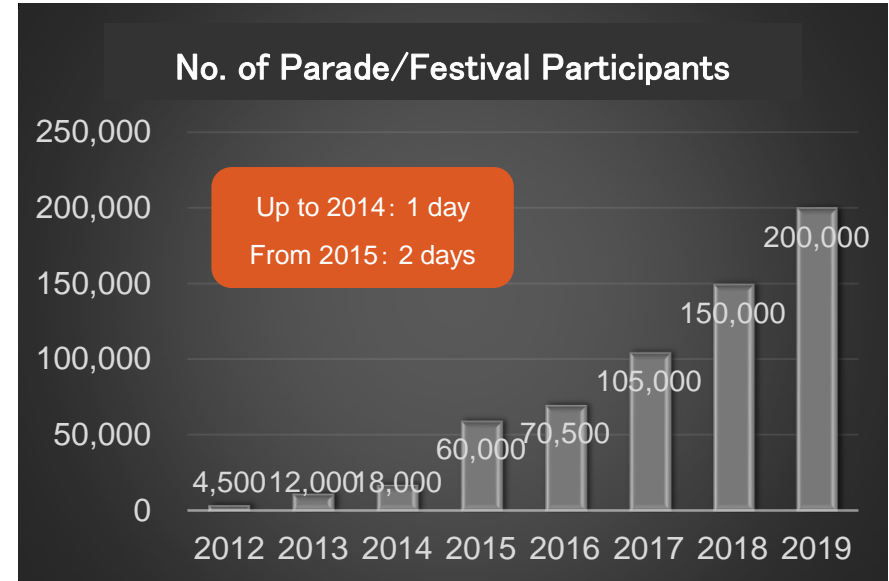
■Pride Week (27 April – 6 May)

69 events were held, with approximately 4,000 people participating.

■Number of sponsors

Sponsors and organizations reached a record number of **278**.

* Compared to last year (213 sponsored): **+30.5%**




(TRP MEDIA) WEBSITE/PAPER MEDIA/SNS INFORMATION


■ Website

No. of PVs from March – May: 1,321,836

Compared with last year (from 1,056,500): **+25.1%**

■ SNS (March – May)

 **Twitter** Posts: 279 RTs: 7,778 Likes: 15,761

 **Facebook** Posts: 237 Shares: 1,097 Likes: 16,693

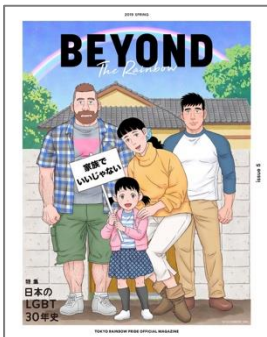
 **Instagram** Posts: 46 Likes: 9,635

■ Paper Media

15,000 copies of TRP Magazine “BEYOND”

80,000 copies of event information magazine “Tabloid Size Guide”

5,000 flyers



There was extensive coverage across mass media, such as TV and newspapers.

NHK



NHK News 645



News and weather information

NTV



Oha!4NEWS LIVE



ZIP!



news every.



Other Publications on TV, newspapers and magazines

* SUNNY SIDE UP Inc. survey

Fuji TV



S-PARK



Non-Stop!



FNN Live News α

Featuring exhibitor's LGBT initiatives.



<Japan Airlines>



<Mizuho FG>



<SUUMO>

<Other companies>



2,389 stories were published over various web media such as Yahoo! News.

WEB



Over 30 event-related articles on Yahoo! News alone (excerpts below).

Date	Title
2019/04/28	「レインボープライド2019」性の多様性訴え1万1000人が行進 東京・渋谷
2019/04/28	「東京レインボープライド2019」プライドパレードに過去最高の1万人参加
2019/04/28	「彼氏と結婚したい」同性婚訴訟の原告や弁護団が渋谷をパレード
2019/04/28	渋谷で“LGBTパレード”約1万人が参加
2019/04/28	祝！「東京レインボープライド」。誰もが目を奪われる“虹色”の絶景
2019/04/28	性的少数者理解へパレード、東京「あるがままの自分を誇ろう」
2019/04/28	東京レインボープライド2019
2019/04/29	「自分が愛したい人、それを大事にするのが一番のプライド」青山テルマが語ったこと
2019/04/29	「世の中にはいっぱい愛が溢れています」りゅうちえるがTRPで語ったこと【全文】
2019/04/29	LGBTQの割合「13人に1人」ではなかった「3%という」下方修正をどう見るべきか、研究者に聞いた
2019/04/29	性の多様性をアピール 渋谷～原宿間を1万人がパレード /東京
2019/04/30	進むLGBTへの理解、「令和」に引き継がれた課題は？ 東京レインボープライド参加者の声から
2019/04/30	青山テルマ、東京レインボープライドで歌う「男の子は強いなさい。そういうのは世間がつくった作り話」

【Examples of published web media】Yahoo! News/Tokyo Shimbun/Hatena Bookmark/BUSINESS LIVE/SHIKOKU NEWS/Asahi Shimbun Digital/BuzzFeed Japan/HUFFPOST/NewsPicks/BIGLOBE News/New York Keizai Shimbun/Vancouver Keizai Shimbun/Bangkok Keizai Shimbun/Yokohama Keizai Shimbun/Jiji Dot Com/BLOGOS/News Topics/livedoor News/TV Asahi news/Hiroshima Home TV/Nagoya TV/ViMET/109 News Shibuya Editorial Department/fumumu/Excite News/FNN.jp Prime Online - This kiji is/FNN Prime Online/CREA WEB/Cube News/DIAMOND online/infoseek News/JBpress/JJnet/JORUDAN SOCRA NEWS/Mart Community Blog/ORICON NEWS/PR Times/RBB TODAY/SEOTOOLS News/STORY/STRAIGHT PRESS/Techable/Traicy/VERY/ZDNet Japan/Iza!/INTERNETCOM/Niconico News/Happy Mama */President Online/Fresh Eye News/Mapion News/ Rakuten woman/ Gendai Business/Zaikei Shimbun/Sankei News/Toyo Keizai Online/YOMIURI ONLINE/Kurashinisuta/MSN Entertainment/music.jp/Asahi Shimbun Digital & M/TBS Radio FM90.5+AM954/Fashion-J.com/Gunosy/au Headlines/MSN Money/Harvard Business Online/CINEMATOPICS/Agora/MDPR Travel Press/Moviche/ News/au Web Portal/Model Press/Entertainment Week/R25/@nifty News/DailyNewsOnline/Woman Excite/Majitsu/antenna/Mainichi Shimbun/Mainabi News/Cosmopolitan/Senkyo Dot Com/Magazine 9/FIDELI/SANSPO.COM/StartHome/ZAKZAK/N+/Dream News/Miyabuz/Shujo PRIME/

[Schedule]

- Pride Festival: 25 April (Sat.) & 26 (Sun.) 2020
- Parade: 26 April 2020
- Pride Week: 25 April (Sat.) – 6 May (Wed, national holiday) 2020

[Venue]

- Yoyogi Park Event Space/Keyakinamiki Dori

[Opening times] 25 April (Sat.): 11:00 – 20:00
 26 April (Sun.): 11:00 – 18:00

[Organizer] NPO Tokyo Rainbow Pride

[Media Partners] InterFM897, BuzzFeed Japan



Your happiness is my happiness



Your happiness is my happiness

“A diverse range of people, such as the elderly, those with disabilities, foreigners, LGBTQ, etc.” are terms that are often heard.

As people age, they eventually grow old. Suddenly, a wheelchair may become your means to move. When you leave your home country, you become a foreigner. Even if you are not LGBTQ yourself, an important person in your life may be LGBTQ themselves.

In this way, everyone is diverse.

“Diversity” applies to both you and me.

Men should be like this,
women should be like that,
families, couples, Japanese...

Instead of pushing “you should be like this”, we should aim to respect everyone’s “image of happiness”, realizing a society in which each person’s pure existence can be celebrated with a smile,

TRP2020 supports both your happiness and the happiness of those important to you.

VENUE BOOTHS

TOKYO RAINBOW PRIDE 2020

Deadline to Apply:
14 Feb. 2020

Large Booth

Standard Booth

Food Booth

Kitchen Car

Features

– Open on all 4 sides

– Next to other booths
– Open on one side (exact details are subject to change due to final venue layout)

30–40 food vendors are expected, so you can expect minimal overlap and competition.

30–40 food vendors are expected, so you can expect minimal overlap and competition.

Amenities

– 4 Tables, 8 chairs
– Side covers for the night

– 1 table, 2 chairs
– Night covers

2 tables, 2 chairs, 1.5KW power, extinguisher, light, water hookup, 2 sinks, handwashing space, hot water, refrigerator. Tent: 3.6m x 3.6m

Parking space, 1.5KW power

Notes

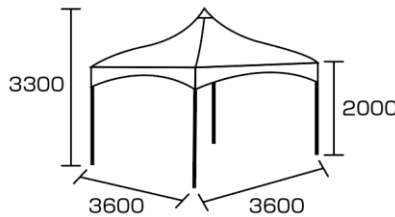
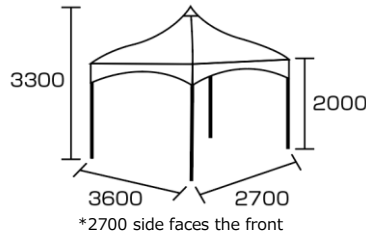
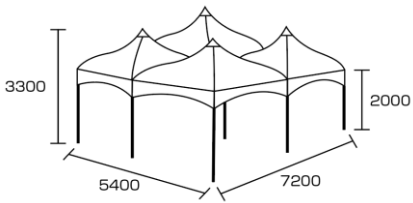
Can also be used as a free-space, where no-tent is set-up

– Can also be used as a free-space, where no tent is set up
– As a rule, there are no curtains between booths. There are curtains for the back of booths

– Various rental options are available in addition to the amenities listed above

– Various rental options are available in addition to the amenities listed above.
– Any space used in addition to the vehicle parking space may incur additional costs

Tent size



—

Fee (not including tax)

¥1,300,000

¥250,000

¥300,000

¥250,000

(Note) A large number of tents will be placed in the event venue. Regarding the locations of booths, the decision will be made by TRP in accordance with Yoyogi Park rules and the operation rules of our organization. We ask for your understanding in this matter.

We are unable to accept requests for booth locations, so we kindly ask that you please refrain from making inquiries regarding this matter.

- * The featured sponsor plans include the large or standard tent depending on the plans.
- * Non-profit LGBT-related groups and other groups performing LGBT activities may be eligible for special rates. Please contact TRP for details.
- * Applications may be closed before the application deadline if the maximum number of booths is reached. Booths may become sold-out by mid-January.



Main Information Booth Sampling

About

- TRP will distribute your flyer or other goods at the Entrance Booth along with other TRP goods.
- Please prepare the goods to be distributed

Eligibility

- Rainbow, Diamond, Platinum
- Can also be applied for as a single menu option.

Price

- When applying as a single menu option, ¥50 (not including tax) Maximum of 20,000

Your Organization Booth Sampling

- Distribute goods from your own organization's booth

All featured sponsorship plan application groups (excluding Bronze 2)

*As a rule, food and drink sampling is not permitted due to the need to accommodate food booths (including general booths/own organization booths).



Stage/Venue Entrance

Parade Pre-Departure Banner

About

- Stage
Your logo will be featured on Yoyogi Park's outdoor stage, the main performance venue of TRP
- Entrance
Your Logo will be featured at TRP's entrance

Your logo will be featured on the banner used before the parade departs

Eligibility

- Stage: Rainbow, Diamond, Platinum, Gold
- Entrance: All featured companies

Rainbow, Diamond

Every year many famous artists appear, helping to make the stage area even more exciting! Much attention is paid to the stage area, and displaying a logo there is very effective PR.

We welcome all visitors at the entrance to the venue. This is planned to be installed at 2 locations.



Stage Screen Commercial

About

- There is a giant screen on the stage, at which various performances are displayed. Your organization's commercials and PR images will be displayed at part of this.

Eligibility

Rainbow: 25 or more with 15 second commercials
Diamond: 15 or more with 15 second commercials
Platinum: 10 or more with 15 second commercials
Silver: 5 or more with 15 second commercials

Notes

- Organizations are asked to prepare commercials and images themselves.
- Longer commercials (30/45 seconds etc.) are also possible.
- Organizations are asked to take the necessary licensing procedures with JASRAC etc.



In-Venue Screen Commercial

- There is a giant screen within the venue, at which daily event information is displayed in video format. Your organization's commercials and PR images will be displayed at part of this.

Rainbow: 60 or more with 15 second commercials
Diamond: 30 or more with 15 second commercials
Platinum: 20 or more with 15 second commercials
Silver: 5 or more with 15 second commercials

- Organizations are asked to prepare commercials and images themselves.
- Longer commercials (30/45 seconds etc.) are also possible.
- Organizations are asked to take the necessary licensing procedures with JASRAC etc.



FM radio station InterFM897, a media partner for TRP 2020, will broadcast your organization's information!

About

(1) A booth report for your organization as part of the official program to be aired on the day

Broadcast length: 120 seconds (once)

Broadcast time: 25/26 April 2020 (either day)

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

Title: Tokyo Rainbow Pride 2020,

Love Song with xxx (organization name or product name)

Broadcast length: 10 minutes (once)

Broadcast period: March/April 2020 (before TRP2020)

Project details:

1. Pre-recorded comments by your company
* Ex.) Feelings towards TRP, organization efforts towards love and diversity, etc.
2. Introducing the love song of your choosing
3. 60 second publicity (organization info announcement via DJ)
4. Tokyo Rainbow Pride 2020 announcement

(3) Provision of advance announcement

Broadcast length: 60 seconds (once)

Broadcast time: March/April 2020 (before TRP2020)

Plan details: 60 second publicity (organizational info announcement by a member of the organization)

Eligible

Rainbow

Rainbow

Diamond

Platinum

Gold

Silver



In 2019, a special broadcast was performed for 8 hours at the in-venue booth. Via music, a message was sent out to the world of respect for all types of love and individuality.

	Featured Sponsor	Tie-Up Articles
About	- Your logo/banner will be displayed as a feature sponsor on TRP's homepage	- Your organization's LGBT/diversity initiatives (etc.) will be featured in an article on TRP's homepage - BuzzFeed Japan will create tie-up articles. Those BuzzFeed articles will be displayed
Eligibility	- All featured sponsors - Placement orders differ by plan	- Rainbow, Diamond
Publishing period	1 Feb. 2020 – 30 Sep. 2020	1 Feb. 2020 – 30 Sep. 2020
Banner size	Large (234px x 60px)	—

Standalone Banners

About	- Your banner will be featured as a standalone banner sponsor on TRP's homepage
Eligibility	—
Publishing period	1 Feb. 2020 – 30 Sep. 2020
Deadline	31 March 2020
Banner size	L (234px x 60px) S (120px x 60px)
Price (+tax)	L: ¥200,000 S: ¥100,000



Featured Sponsor
Rainbow
Diamond
Platinum



Featured sponsor
Gold
Silver
Bronze

Standalone banners

Facebook



About

- Your organization's PR info will be introduced on the TRP official Facebook page.

Eligibility

- Rainbow = 3 times
- Diamond = 1 time

Publishing period

After 1 March 2020

No. of followers

7,900 (as of Sep. 2019)

Twitter



- Your organization's PR info will be introduced on the TRP official Twitter page.

- Rainbow = 9 times
- Diamond = 3 times

After 1 March 2020

19,000 (as of Sep. 2019)

instagram

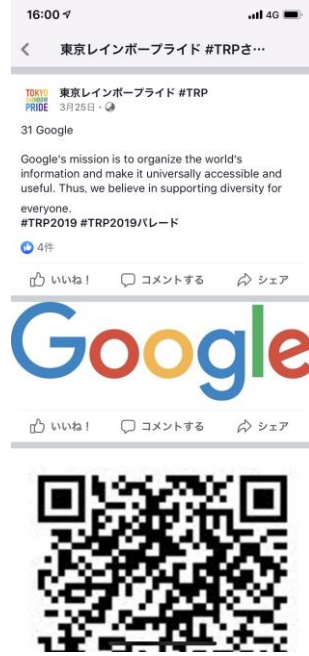


- Your organization's PR info will be introduced on the TRP official Instagram page.

- Rainbow = 3 times
- Diamond = 1 time

After 1 March 2020

3,500 (as of Sep. 2019)



* Images are examples

BuzzFeed Japan, the media partner of TRP 2020, will distribute your organization's information via SNS!

(1) Introduction in Editorial Articles

Sponsoring organizations will be introduced in articles related to TRP, created by the BuzzFeed Japan editorial department.

About

- *No prior confirmation of article content
- *Introduction made together with other organizations

BuzzFeed Japan articles posted in the locations below.

- BuzzFeed Japan or distributed on BuzzFeed Japan News SNS (Facebook, Twitter)
- BuzzFeed Japan website
- Yahoo! News, SmartNews, LINE, Gunosy, NewsPass, nor., d Menu News

Publishing location

Eligibility Rainbow, Diamond, Platinum, Gold

Examples of articles

完了  

LGBTイベントへの参加企業が激増 顧客としても社員としても重要な性的少数者

東京レインボープライドには約50社がブースを出していた。

2018年5月6日

 **Daisuke Furuta**
古田大輔 BuzzFeed Founding Editor, Japan

日本最大のLGBTイベント「東京レインボープライド (TRP)」に参加する企業が激増している。スポンサーになったり、ブースを出したり。その背景に、顧客であり、社員でもある性的マイノリティへの対応の変化がある。



フェスティバルに約50社が出展

LGBTはレズビアン、ゲイ、バイセクシュアル、トランスジェンダーの頭文字をとった呼称で、性的少数者を意味する。人口の約1割とも言われる。

TRPとしてのイベントは今年で7回目だが、その源流となるパレードは1990年代から断続的に続

(2) Tie-Up Articles

Tie-up articles will be produced about sponsoring organization's LGBT and diversity initiatives and posted on the web/SNS

- *Created based on content of the sponsoring organization
- *Tie-up details will be shared in advance
- *Posting start timing can be adjusted, however at least one month is required for creation and proofreading

BuzzFeed Japan tie-up articles are posted on the locations below

- TRP official website/event guide magazine (Rainbow/Diamond only)
- BuzzFeed Japan website
- Distributed on BuzzFeed Japan News SNS (Facebook, Twitter)

Rainbow, Diamond, Platinum, Gold

完了  

SPONSORED

日本初の〇〇に、神コスバの名店...PayPayが使えるユニークなお店

PayPayユーザーなら絶対行くべき！

2019年3月1日

 PayPay Sponsor

みなさん、PayPay使ってますかー！

決済はPayPayオンリー！日本初の〇〇コンビニ「ロボットマート」（東京・日本橋）



こちらは、東京メトロ日本橋駅から徒歩7分ほどにあるコンビニエンスストアです。「PayPayの使えるコンビニのどこがユニークなの？」と思った方はこちらをご覧ください。

	Event Map	Event Guide (Tabloid)	Posters/Flyers
About	- Your organization's logo will be featured in the event map	- An indispensable event guide featuring information such as stage timetables. Your organization's logo will be shown as a featured sponsor. - Will also feature adverts/articles on some sponsors	- Will be distributed to promote the event with your organization's logo featured.
Eligibility	Rainbow, Diamond	- Logo - All featured sponsors - Adverts - Rainbow - Articles - Rainbow, Diamond *BuzzFeed Japan articles planned - Details vary by plan	Rainbow, Diamond
No. issued	80,000	80,000	- Posters - 500 - Flyers - 5,000
Format	As yet undetermined	Tabloids/Color	- Posters - A3/color - Flyers - B5 (planned)/ color
Distribution	Distributed at the venue	Distributed at the venue	- At LGBT-friendly locations mainly in Tokyo



Shoppers

Volunteer Staff T-Shirt

About

- Your organization's logo will be featured on shoppers distributed by organizers at the venue.

Your organization's logo will be featured on the reverse of T-shirts worn by volunteer staff active within the venue.

Eligibility

Rainbow, Diamond, Platinum, Gold, Silver, Bronze-1

Rainbow, Diamond, Platinum, Gold

No. issued

20,000

800



Together with your organization’s consideration for sponsoring and exhibiting at Tokyo Rainbow Pride, we offer to play a role in your company’s LGBT training. Our staff will act as teachers or guest speakers. From the introduction of basic information on SOGI/LGBT 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 LGBT issues for themselves.

(Target) Training or lecture (1 time) – Included in Gold, Bronze-1, Bronze-2 plans
Stand-alone application is also possible (¥ 300,000/1 time, tax not included)

Lecturer



撮影：横田達也

Fumino 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, Fumino worked at a company for 3 years. At present, in order to spread LGBT 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. Fumino 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.



Lecturer



Yuri Igarashi

NPO Tokyo Rainbow Pride – Sales Department – Training and Consulting

Born in Tokyo in 1973. After graduating from university, she moved to Fukuoka in 1999 and worked in the editorial department for a town information magazine company. In 2004, she became an independent freelance writer. Starting in 2012, she established the private organization Rainbow Soup with other LGBT colleagues. In March 2015, the company became an NPO, and she came out as a lesbian. In July 2015, she was selected as an LGBT program trainee hosted by the US State department, visiting various areas of the USA. From 2015–18, she enrolled at Nijiuro Diversity. She engaged in lectures and consulting activities for companies and governments across the country based on her experience being a lesbian and the latest LGBT-related information. She is an advisor for SR LGBT & Allies., and lecturer in Fukuoka Prefecture. Member of the Fukuoka City Junior High School Stand Clothes Review Committee (June–2018–June 2019). She is a Part-time lecturer at Chikushi Jogakuen University. Japan Fundraising Association/Associated Fundraiser. Established Rainbow Knots GK in September 2018/ Holds many lectures at companies and local governments



Naoki Domoto

NPO Tokyo Rainbow Pride – Vice President

Born in Kagawa Prefecture in 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 recognized himself as gay in the 6th grade. He 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 – Sales Department – Head of Sales

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 free in 2016. Changed to recruiting from inside sales after understanding the importance or creating an organization while maintaining diversity. She established Diversity Promotion at free, 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 LGBT 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.

In addition to the Pride Festival, several events sponsored by Tokyo Rainbow Pride will be held during Pride Week. You can promote your organization by displaying logos, sampling, and exhibiting at those even venues. Please contact us for details.

- *Rainbow/Diamond Plan includes logo display at event venues hosted by Pride Week TRP.
- We are also looking for main sponsors for individual TRP-hosted Pride Week events, as Rainbow Plans will not necessarily be arranged as the main sponsors in these events.
- *It is possible for organizations to sponsor and exhibit only at TRP-hosted Pride Week events.

Family & Youth Pride

A pride event which mainly targets families and young people.
Details TBA.



Academic Symposium

An academic-type symposium for media and LGBTQ.
Details TBA.



Closing Party

A closing party which ends the Pride Festival and Pride Week.
Details TBA.



Sponsorship application deadline: 31 Jan. 2020			Branding/PR	Branding/PR	Branding/PR	Education	Branding/PR	Education	Education
			Rainbow (Max 3)	Diamond (Max 5)	Platinum (最大7社)	Gold	Silver	Bronze 1	Bronze 2
Event sponsor logos, etc.	Booth	Booth exhibition	Large booth	Large booth	2 booths	2 booths	1 booth	1 booth	×
	Sampling	Main info booth	○	○	○	×	×	×	×
		In-booth	○	○	○	○	○	○	×
	Stage	Logo	Rainbow	Diamond	Platinum	Gold	×	×	×
	Entrance	Logo	Rainbow	Diamond	Platinum	Gold	Silver	Bronze	Bronze
C M	Pre-dep. parade banner	Logo	○	○	×	×	×	×	×
	Stage screen advert	Video ad	○	○	○	×	○	×	×
	Venue screen advert	Video ad	○	○	○	×	○	×	×
W E B	TRP website	Radio ad	Rainbow plan	Diamond plan	Platinum plan	Gold plan	Silver plan	×	×
		Banner	Rainbow	Diamond	Platinum	Gold	Silver	Bronze	Bronze
		Article	○	○	×	×	×	×	×
	Buzzfeed Japan	SNS ad	Rainbow	Diamond	Platinum	×	×	×	×
		Intro in ed. content	○	○	○	○	×	×	×
Paper media, etc.	Event map	Article	○	○	○	○	×	×	×
		Logo	○	○	×	×	×	×	×
	Event guide (tabloid)	Logo	Rainbow	Diamond	Platinum	Gold	Silver	Bronze	Bronze
		Simple ad	Front of guide (plan)	×	×	×	×	×	×
		Article	○	○	×	×	×	×	×
	Posters/flyers	Logo	○	○	×	×	×	×	×
	Shoppers	Logo	○	○	○	○	○	○	×
Training	Volunteer staff T-shirts	Logo	○	○	○	○	×	×	×
	Org. training/lecture	Lecture/talk	×	×	×	○	×	○	○
	Pride Week TRP events	Logo	○	○	×	×	×	×	×
Sponsorship plan price (not including tax)			¥8,000,000	¥5,000,000	¥4,000,000	¥2,500,000	¥1,500,000	¥800,000	¥500,000

* Joint enrolment by more than 5 organizations is accepted at the Platinum level and above *Sponsorship does not bestow any special access to the parade

OPTION MENU

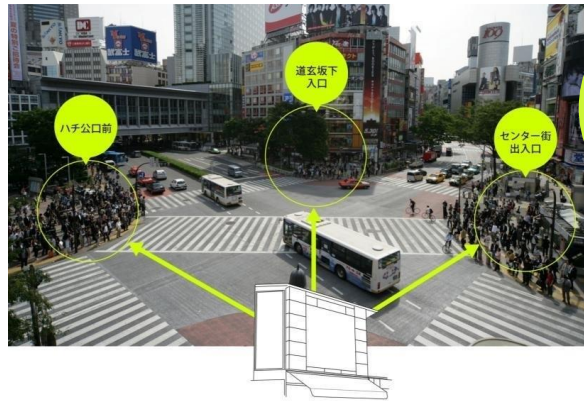
OPTION MENU

Adverts will be aired on Glico Vision at Shibuya Scramble Crossing and the 7-Vision network located across Shibuya.

During the period before and after the Pride Festival, the city of Shibuya is decorated in rainbow colors, increasing the spirit of celebrating Pride and raising attention about LGBT matters. A video containing your organization's promotional content will be shown on the street visions in Shibuya. Your organization's message can reach even more people outside of Yoyogi Park.

With the Special Plan for Tokyo Rainbow Pride, advert content should be related to your organization's LGBT awareness, for example included messages such as "we support Tokyo Rainbow Pride". Adverts which are only for PR use of products and services can not be displayed. Contents of the advert will be reviewed for eligibility, and production will commence once consultation is completed.

□ Glico Vision Shibuya



Reaching people entering Shibuya and those returning to the station



- Media name: Glico Vision Shibuya (in front of the station)
- Broadcast time: 9:00-24:00 (15 hours per day)
- Installation location: 1-23-8 Jinnan, Shibuya-Ku
- Screen size: 3.46m x 6.36m/22㎡ (287 inches)
- Submission material: HD cam or data delivery (file extension: mov, .mp4, .m4v, .avi, .mxf etc.)

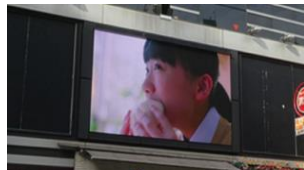
■ Shibuya Vision 1 (7-vision network)



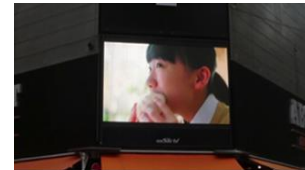
Tower Records Vision (map no. 2)



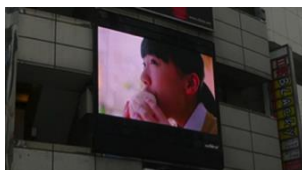
Humax bld. Vision (map no. 3)



Shibuya Center bld. Vision (map no. 4)



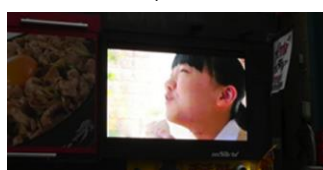
ABC Mart Vision (map no.5)



KN2 Shibuya bld. Vision (map no.6)



Adores Vision (map no.7)



Sigma bld. Vision (map no.8)

- Tower Records Vision will be silently broadcast from 20:00-24:00 in consideration for local residents.
- Please note that Humax Pavilion Vision is always silent.
- Contents of the advert will be reviewed for eligibility. Please note that in some instances broadcast may not be possible.
- In the event that there are changes to the current plan, such as changes to the broadcast environment or regulations, we will endeavor to get in touch with your organization.

OPTION MENU

■ Plan A (Spot price ¥600,000 + advert creation fee ¥200,000 (not including tax))

Media name	Location	Broadcast plan	Broadcast time	Time	No. days	Per hour	Per day	Total
Shibuya Television 1 (7-Vision network)	Tower Records Vision	15 second spot	9:00~24:00	15	7	3	45	315
	Humax bld. Vision	15 second spot		15	7	3	45	315
	ABC Mart Vision	15 second spot		15	7	3	45	315
	Shibuya Center bld. Vision	15 second spot		15	7	3	45	315
	KN2 Shibuya bld. Vision	15 second spot		15	7	3	45	315
	Sigma bld. Vision	15 second spot		15	7	3	45	315
	Adores Vision	15 second spot		15	7	3	45	315
TOTAL								2205

■ Plan B (Spot price ¥800,000 + advert creation fee ¥200,000 (not including tax))

Media name	Location	Broadcast plan	Broadcast time	Time	No. days	Per hour	Per day	Total
Shibuya Television 1 (7 screen network)	Tower Records Vision	15 second spot	9:00~24:00	15	7	5	75	525
	Humax bld. Vision	15 second spot		15	7	5	75	525
	ABC Mart Vision	15 second spot		15	7	5	75	525
	Shibuya Center bld. Vision	15 second spot		15	7	5	75	525
	KN2 Shibuya bld. Vision	15 second spot		15	7	5	75	525
	Sigma bld. Vision	15 second spot		15	7	5	75	525
	Adores Vision	15 second spot		15	7	5	75	525
TOTAL								3675

OPTION MENU

■ Plan C (Spot price ¥1,500,000 + advert creation fee ¥200,000 (not including tax))

Media name	Location	Broadcast plan	Broadcast time	No. days	Per hour	Per day	Total
Glico Vision Shibuya	Hachiko Crossing	15 second spot	9:00~24 : 00	7	4	60	420
TOTAL							420

Media name	Location	Broadcast plan	Broadcast time	Time	No. days	Per hour	Per day	Total
Shibuya Television 1 (7-Vision network)	Tower Records Vision	15 second spot	9:00~24:00	15	7	4	60	420
	Humax bld. Vision	15 second spot		15	7	4	60	420
	ABC Mart Vision	15 second spot		15	7	4	60	420
	Shibuya Center bld. Vision	15 second spot		15	7	4	60	420
	KN2 Shibuya bld. Vision	15 second spot		15	7	4	60	420
	Sigma bld. Vision	15 second spot		15	7	4	60	420
	Adores Vision	15 second spot		15	7	4	60	420
TOTAL								2940

[Promotion on Tokyo Rainbow Pride 2020 special program by InterFM897]

OPTION MENU

InterFM897 Tokyo RAINBOW PRIDE SPECIAL ONE LOVE

2019 guests

Ataru Nakamura/Happou
Fubijin/Yu Sakai/Taiji
Sato/Ryucheru/Wednesday
Campanella (KOM_I)/Thelma
Aoyama (Comments)/Tsuyoshi
Kizu/Yaruki Arimi

InterFM897, an official media partner, will hold a 7-hour special program titled “TOKYO RAINBOW PRIDE SPECIAL ONE LOVE”, that aims to create a world where all types of “love” is respected via “music” at a special booth located in Yoyogi Park.

Number of spots: 5 (planned)

Broadcast period : 7-hour special collaboration show

Broadcast date : Planned for 25 or 26 April, details TBC.

Title : TOKYO RAINBOW PRIDE 2020 Official Program
InterFM897 Holiday Special One Love (TBD)

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

Other deployment:

1. 15-minute corner broadcast arranged for sponsors within the show (live acoustics, talk shows, listener participation etc.)
2. Exposure at InterFM897 broadcast booth (signboard, back panel)
3. Sampling at InterFM897 broadcast booth
4. Broadcast of TRP support spot advert as an advanced policy (TRP announcement + xx supports TRP) 40 seconds x 10 times – Material production included

Price : ¥ 1,000,000



[Promotion by InterFM897 at TRP 2020 countdown time signal]

OPTION MENU

Broadcast advert with time announcement. Time signal planning. As a “April only event”

A TOKYO RAINBOW PRIDE 2020 creative time signal that counts down.

- Time signal, Mon-Fri belt

Number of spots : TBD

Broadcast length : 25-second time signal advert in the Mon-Fri belt, 5 times per week

Broadcast time : Weekdays, April 2020 (until TRP)

Price : ¥ 800,000 (including one type of material production cost)

- Time signal, Sat-Sun Belt

Number of spots : TBD

Broadcast length : 25-second time signal advert in the Sat-Sun belt, 5 times per week

Broadcast time : Weekends, April 2020 (until TRP)

Price : ¥ 350,000
(including one type of material production cost)

- Broadcast format

[Fixed phrasing]
 “Towards a society where all love is treated equally”
 xx days left until TOKYO RAINBOW PRIDE
 (Sponsor name) tells you it’s xx o’clock



BuzzFeed Japan, the media partner of TRP 2020, will distribute your organization's information via SNS!

OPTION MENU

Tie-up articles

Tie-up articles will be produced about sponsoring organization's LGBT and diversity initiatives and posted on the web/SNS

- *Created based on content of the sponsoring organization.
- *Tie-up details will be shared in advance.
- *Posting start timing can be adjusted, however at least one month is required for creation and proofreading.

About

BuzzFeed Japan tie-up articles are posted on the locations below

Publishing location

- TRP official website/event guide magazine
- BuzzFeed Japan official website
- Distributed on BuzzFeed Japan News SNS (Facebook, Twitter)

Eligibility

Silver, Bronze 1, Bronze 2

Price

¥ 600,000 (one tie-up article, approx. 5,000 views)

Examples



決済はPayPayオンリー！日本初の〇〇コンビニ「ロボットマート」（東京・日本橋）



こちらは、東京メトロ日本橋駅から徒歩7分ほどにあるコンビニエンスストアです。「PayPayの使えるコンビニのどこがユニークなの？」と思った方はこちらをご覧ください。

An original show by BuzzFeed Japan to broadcast your organization's information!

BuzzFeed Japan's original show sponsorship and sponsor corner

OPTION MENU

Sponsor plan details

Sponsorship of an original talk show using SNS planned and run by BuzzFeed Japan for TRP.

1) Sponsor exposure in the show (logo exposure and company name reading planned)

2) Provision of sponsor introduction segment for approx. 3 minutes

We provide a corner as part of the show in accordance with sponsor needs.

(e.g.: Introduction of company initiatives, interviews with company staff, introduction of products and services, etc.)

Show length: 30 minutes

Broadcast location: Twitter & Periscope

*The show will be broadcast once, however pre-show announcements will be made, and the show can be viewed afterwards.

Show outline

Broadcast time: Night before the pride festival (planned) *Further details TBD

Playback no. (expected): 250,000

Eligibility

All TRP sponsors

Price

¥ 1,500,000

2 frames (planned)

2019 examples

MC: Hayakawa Gomi, Yukari Oshima

Guests: Ryuchel, Peey, Ichinose Fumika

Theme: A show to discuss the concerns of LGBTQ people living in rural areas

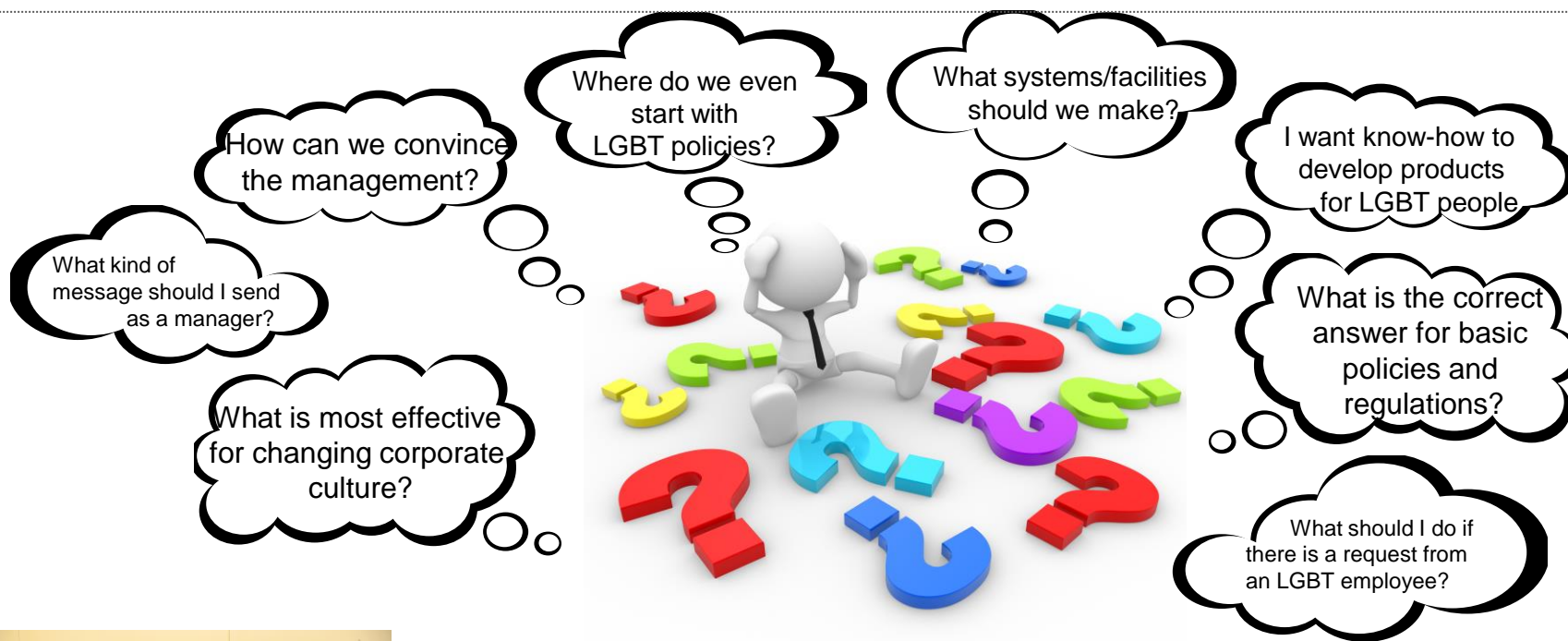
Title: "Make Japan more colorful

#地元届けこの思い"



OPTION MENU

When LGBT measures are mentioned, there are many managers and people in charge who are worried about what they will do as a company. On the other hand, while attempts may be made in a formal manner, the actual situation will differ depending on issues within the organization, such as cases where the system created is not being used effectively. Our organization has a wide range of LGBT measures which can be performed at your organization, such as internal company surveys (employee awareness surveys, measuring the effects of LGBT measures, etc.) and proposals for measures that are made after grasping the current organizational situation. Please do not hesitate to get in touch with us to help assist in your organization's LGBT measures.



Company LGBT measure (examples)

- Clarification of company policy and anti-discrimination rules, message from top management (determining policy)
- Training, study sessions, seminar participation, dialogue, movies/books (know appropriate knowledge)
- Examination and maintenance of various systems, consultation desks, equipment/signs, awareness of conditions (change concretely)
- Employee networks (LGBT and allies), event sponsorship (visualization of understanding and support)
- LGBT product planning and marketing

Experienced staff members will inquire about organizational issues and circumstances in detail, and will propose methods to proceed.

Survey and consulting costs vary depending on the content of the initiatives.

Please feel free to contact us for further details.

We accept donations from individuals/organizations which support the activities of NPO Tokyo Rainbow Pride.

Our group activities are not only supported by the sponsorship plan, but also via contributions made by our many donators.

We kindly ask for your consideration for donations together with participation via the sponsorship plan.



We at NPO Tokyo Rainbow Pride wish to help your organization with its LGBT support efforts.

Please feel free to consult with us in regards to CSR activities and LGBT marketing.

In addition, as part of the sponsorship plan, we can make arrangements to fit your organization's needs. Please do not hesitate to contact us if you have any inquiries at the address below.

Thank you.

Tokyo Rainbow Pride 2020 Operation Committee

Email address: sponsor@tokyorainbowpride.com

