

### Preamble:

To provide a guide and framework for community event organizers that wish to have their Pride Week event granted Official Community Event status.

### Policy Statement:

Community events are a core programming stable for the lineup of events during the annual Pride Festival. These events provide activities for the various groups within our community; a task that would be impossible for our organization to undertake. As the festival grows more community events will be produced resulting in possible conflicts that will need to be managed in a respectful and tactful manner. Additionally Pride Winnipeg's own programming will grow and will need to strike a balance with advertising its own programming and participating community events. Consideration will need to be given in the promotion of events being delivered that serve to only provide profit for the organizers.

### Procedures:

1. Anyone interested in hosting a community event during pride week will need to fill out a community event application and submit to it to the organization for review for official status.
  - a. The following information needs to be collected from the application:
    - i. Organization name
    - ii. Organization address
    - iii. Contact person's name
    - iv. Contact person's email and phone number
    - v. Event name
    - vi. Description of event
    - vii. Event venue address
    - viii. Date of event
    - ix. Event start and end time
    - x. Event website
    - xi. Ticket price (if applicable)
    - xii. Beneficiary of the event
2. Upon receiving the application Pride Winnipeg will arrange a meeting with the organizers and a delegation from Pride Winnipeg.
3. During this meeting the Pride Winnipeg delegation will review the application with the event organizers and gather more information about the event. The delegation will also evaluate the event plan to ensure it is sound and organized. The delegation should look for the following when meeting with the organizers:
  - a. Has this event been produced in the past?
  - b. Do the organizers have an event plan? Is it detailed?
  - c. Does the event plan have safety and security measures in place?
  - d. Have they conducted risk assessments and have proper contingency plans in place (i.e. insurance)?
  - e. How do they plan to promote and market their event?
  - f. How many people do they forecast on having at their event?
  - g. Are they targeting their event at a particular group (age, gender, etc.)?

- h. Have they committed resources to the event (i.e. performer/venue deposits)?
  - i. Does the event conflict with an existing community event or Pride Winnipeg signature event? If so, would it be consider a competing event or complimentary?
  - j. Are the organizers involved in the community?
  - k. Does the event provide value to the community?
  - l. If the event is on the closing weekend would they consider having Pride Winnipeg as the beneficiary for their event if we are not already?
4. The delegation is encouraged to act as mentors for event organizers and if possible assist them with planning gaps and information resources to aid in putting on a safe and successful event.
5. The information gathered during the meeting will be presented to the community event committee which will evaluate the information and vote on whether to grant the event official community event status.
6. Events that are denied official status must be presented with a reason for the decision. The organizers may appeal the decision pending that they have no information for the Board to consider. Organizers may send their appeal to the Board of Directors by contacting either the Board Chair or Secretary and requesting that the decision be reviewed by the Board. The Board will then review the new event information and the reason for the committee's decision and vote whether to appeal the committee's decision and grant the event official status or stay the committee's decision.
7. Events that are granted official status will have their event publicized in the annual Pride Guide and on Pride Winnipeg's website. Additionally their event will be advertised via Pride Winnipeg's social media channels at the discretions of Pride Winnipeg.
8. Once events have been granted official status they will be placed on the community event calendar. If another community event applies for the same date and time period they will be requested to choose a different date. If the applying event is unable to change their date or time their event will be evaluated as to whether it competes with the existing event. It will be considered competing if it has the following event characteristics:
  - a. Close proximity to existing event
  - b. Targets the same demographic or community group
  - c. Has similar content (i.e. dance party or golf tournament)
  - d. Impact on the existing event

The community event committee will need to decide if the applying event is considered to be a competing event to the existing event. If the committee feels it is a competing event it may be denied official community event status.

The committee is encouraged to reach out to the existing event and see if the applying event would be in competition to them. If the existing event has no issues with having the applying event granted official community event status the committee may approve the applying event.

The same process will be followed for events that are in conflict to Pride Winnipeg signature events.

Community events that are in conflict with other community events or Pride Winnipeg signature events will not be allowed to purchase ad space in the annual Pride Guide unless permission is obtained by the Board of Directors.

<b>DATE</b>	<b>AMENDED BY</b>	<b>APPROVED BY</b>	<b>VERSION NUMBER</b>