



Sponsorship Guide (English version)

TOKYO RAINBOW PRIDE 2021

Sponsor: NPO Tokyo Rainbow Pride

Introduction	03
TRP2019/2020 Results	04~07
TRP2021 Outline	08
TRP2021 Theme	09
Online Booths + SNS Announcements	10
Banners/Tie-Up Articles	11
SNS Announcements (Non-Booths)	12
On the Day Live Broadcast	13
YouTube TRP Channel	14
Pride Week Event	15
InterFM897 Radio Commercial	16
BuzzFeed Japan Content	17~19
COURRIER Japon Content	20~22
LGBTQ Company Training/Lectures	23~24
Tokyo Rainbow Pride 2021 Special Sponsorship Plan	25
Option Menu	26~29
Corporate Supporting Member Recruitment/ Posting of Site Banners	30
Requests/Inquiry for Donations	31~32

“Tokyo Rainbow Pride 2020”, scheduled to be held in spring 2020, was suspended due to the COVID-19 pandemic.

Our organization was originally established in 2011, and Tokyo Rainbow Pride had been held every year since thanks to the efforts of a great number of people. Thus, the suspension in 2020 was a very difficult decision for us, and we both apologize for these circumstances and also wish to thank everyone for their kind support.

Due to the continued spread of COVID-19 and uncertainty over what will come, we have decided to hold Tokyo Rainbow Pride 2021 online in order to prioritise the safety of all participants.

While the Pride Parade and Pride Festival in Yoyogi Park were both cancelled, we created the #おうちでプライド hashtag and additionally held an online talk event and parade last year. By switching to a digital format, people could participate not only domestically but also internationally, resulting in a total of 450,000 participants (including SNS posts). Utilising what we learnt in this process and the possibilities of online formats, we are diligently preparing to create a new movement which will rival the offline events previously held at Yoyogi Park.

Although the future is uncertain, we will continue to strive to realise a society in which everyone, including LGBTQ people, can “be true to yourself, joyful, and proud”.

There is still much left to be done, so we kindly ask for your support and cooperation towards TRP2021.

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

DAY 2 (29 April): 80,000 people

Parade: 10,915 people

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

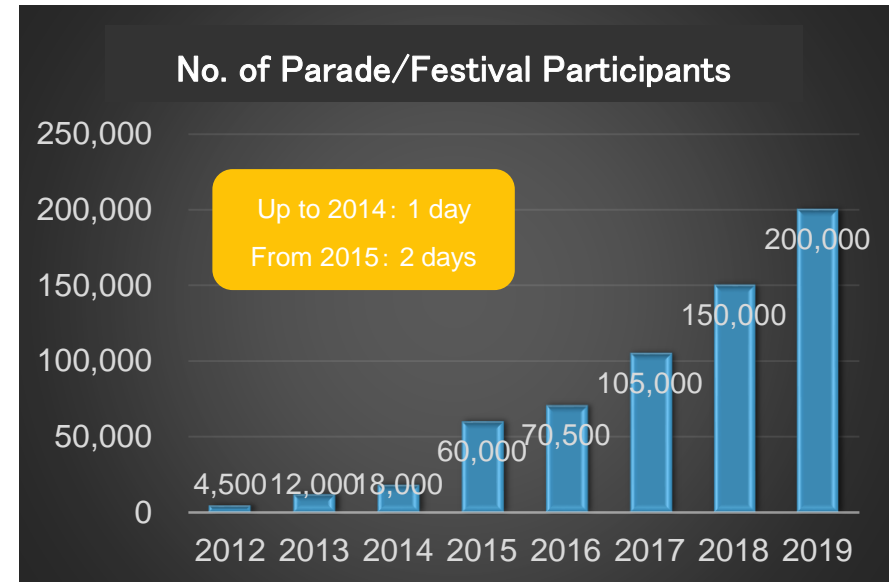
■Pride Week (27 April – 6 May)

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 (TRP2019)

1,321,836 PVs over March-May
YoY (1,056,500) : +25.1%

■ Paper Media (TRP2019)

15,000 copies of TRP Magazine “BEYOND”
80,000 copies of event information magazine
“Tabloid Size Guide”
5,000 flyers



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



Over 30 event-related articles on Yahoo! News alone.

【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/GREA 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!/INTERNET.COM/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/SANSP0.COM/StartHome/ZAKZAK/N+/Dream News/Miyabuz/Shuju PRIME/

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

NHK



NHK News 645



News and weather information

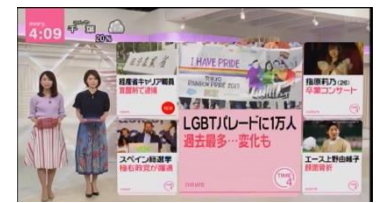
NTV



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 LGBTQ initiatives.



<Japan Airlines>



<Mizuho FG>



<SUUMO>

<Other companies>



“Tokyo Rainbow Pride 2020”, which was scheduled to be held in spring, was suspended due to the COVID-19 pandemic, and alternatively, we created web media event #おうちでプライド. While there was only a one-month period to prepare for the event from the announcement of the cancellation of TRP2020, thanks to the cooperation of all involved we were able to successfully hold the event without issue. As a result, over 400,000 people watched the event over the two-day period.

TRP2020 Online「#おうちでプライド」event overview
[Online Parade]
#TRP2020 hashtag over 26 April (Sun) 13:00-16:00
Posting of messages and rainbow-related photos and images on SNS via #おうちでプライド hashtag
■ Twitter「[#おうちでプライド](#)」
■ Instagram「[#おうちでプライド](#)」
■ Facebook「[#おうちでプライド](#)」
Those who could not participate on the day could post messages in advance through the TRP official website
<https://tokyorainbowpride.com/message/>

Online Talk Live
25 April (Sat) 14:00~18:00
26 April (Sun) 12:00~16:00 (Online Parade time)
Broadcast from Tokyo Rainbow Pride Official Twitter
■ Moderators: Bourbonne, Chiyo Abe (26 only), Fumino Sugiyama, Natsumi Yamada
■ Guests
・25 April (Sat)
Sayaka Akimoto, Esmralda (HappoFuBijin), Hirotada Ototake, Yu Sakai, Dai Tamesue, Kiyotaka Tendo, Ataru Nakamura, Hiromi Fukami, Daisuke Yoshida (Media Collab representative), Mitzi Mangrove, MEGUMI
・26 April (Sun)
Daisuke Kan (Cheerio Corporation), Ken Hasebe (Mayor of Shibuya), MISIA, Kiko Mizuhara, RYUCHELL
Online Talk live (25 April) total viewership: 271,059
Online Talk Live (26 April) total viewership: 167,727
Online Talk Live (25/26 April) total viewership: 438,786



**TRP2020 オンライン『#おうちでプライド』に
ビデオメッセージでご協力いただいた皆様**

青山 テルマ
勝間 和代
山田 邦子
東 ちづる
ロバート・キャンベル
AI
IMALU
新宿二丁目振興会

さっぽろレインボープライド
青森レインボーパレード
いわてレインボーマーチ
名古屋レインボープライド
三重レインボープライド
奈良レインボーフェスタ
レインボーフェスタ和歌山
九州レインボープライド
一般社団法人ピンクドット沖縄

TRP2020 オンライン『#おうちでプライド』の
プレイバックビデオが完成いたしました。

<https://youtu.be/53MS06haf9s>

[Schedule]

Pride Week: 24 April (Sat) – 5 May (Wed, national holiday) 2021

※Online Live Talk & Online Parade

Planned for 24 April (Sat) – 25 April (Sun) 2021

[Organizer] NPO Tokyo Rainbow Pride

[Media Partners] InterFM897, BuzzFeed Japan,
COURRIER Japon



声をあげる。世界を変える。 Our Voices, Our Rights.



声をあげる。

LGBTQだけではない。

性を、人種を、思想を超えて、
すべての人が平等に、
そして幸せに暮らすためには
変わってほしいルールがある。

わたしの未来のために、
声をあげる。

勇気ある一人ひとりの声が
広がって、世界が変わる。

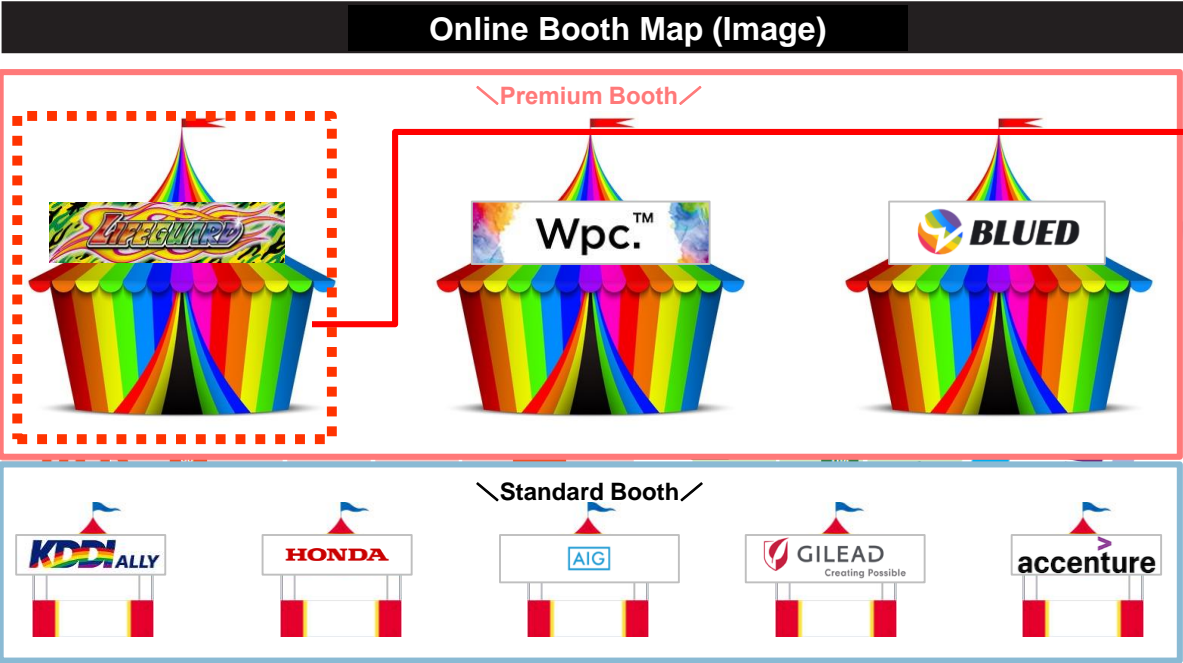
Voice out
This isn't just for LGBTQ people

We need the policies to change
across all gender, races, and beliefs
so that everyone can be equal
and live happy, fulfilling lives

Voice out
For our Future

One courageous voice
Can change the world

TOKYO RAINBOW PRIDE 2021 Booth Map



Example of booth page



Example of SNS Announcement



	Premium Booth	Standard Booth
Details	<ul style="list-style-type: none">•Exhibition of a booth in the online event held on the TRP Official Website•Banners on the booth map page, booth introduction page (top), booth announcement on SNS (Twitter)	<ul style="list-style-type: none">•Exhibition of a booth in the online event held on the TRP Official Website•Banners on the booth map page, booth introduction page (bottom), booth announcement on SNS (Twitter)
Eligibility	Rainbow, Diamond, Platinum	Gold, Silver, Bronze Other companies that wish to exhibit
Publishing Period	Roughly 14 April 2021~30 September 2021	
Deadline	-	15/03/2021
To be Submitted	Banner/image or video (*) + introduction text/SNS post text + photo or video	
Fee (excl. tax)	-	¥ 250,000 *For non-plans *Non-plans do not include SNS announcements

*In the case of a video, please submit a YouTube URL,
*We will make announcements to visit booths during the online live event,
* For standard booths, we can offer pricing for non-profit organisations that are involved in LGBTQ-related awareness-raising activities and have an actual presence at the event. In this place, please get in touch with us,
* The above rates are for standard booths only,

	Featured Sponsor	Tie-Up Articles
About	<ul style="list-style-type: none">- Your logo/banner will be displayed as a feature sponsor on TRP's homepage	<ul style="list-style-type: none">- Your organization's /LGBTQ 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	<ul style="list-style-type: none">- All featured sponsors- Placement orders differ by plan	<ul style="list-style-type: none">- Rainbow, Diamond
Publishing period	1 Apr. 2021 – 30 Sep. 2021	1 Apr. 2021 – 30 Sep. 2021
Banner size	Large (234px x 60px)	—

Standalone Banners

About	<ul style="list-style-type: none">- Your banner will be featured as a standalone banner sponsor on TRP's homepage
Eligibility	—
Publishing period	1 Feb. 2021 – 30 Sep. 2021
Deadline	31 March 2021
Banner size	L (234px x 60px) S (120px x 60px)
Price (+tax)	L: ¥250,000 S: ¥150,000

Featured Sponsor
Rainbow
Diamond
Platinum

Featured sponsor
Gold
Silver
Bronze

Standalone banners



	Facebook	Twitter	instagram
About	- Your organization's PR info will be introduced on the TRP official Facebook page.	- Your organization's PR info will be introduced on the TRP official Twitter page.	- Your organization's PR info will be introduced on the TRP official Instagram page.
Eligibility	- Rainbow = 3 times - Diamond, Platinum, Gold = 1 time	- Rainbow = 9 times - Diamond, Platinum = 3 times - Gold = 1 time	- Rainbow = 3 times - Diamond, Platinum, Gold = 1 time
Publishing period	After 1 April 2021	After 1 April 2021	After 1 April 2021
No. of followers	8,602 (as of Dec. 2020)	23,000 (as of Dec. 2020)	5,002 (as of Dec. 2020)



* Images are examples

2020年4月

TRP2020 オンライン『#おうちでプライド』



The popular TRP2020 online event “Pride at Home” will be further enhanced in 2021 with an online live event on the 25th/26th April!

TRP2020
Online Live Talk 25th
No. of Viewers - 271,059
Online Live Talk 26th
No. of Viewers - 167,727
Online Live Talk 25th/26th
No. of Viewers - 438,786

Guest appearances and live commercials can be made during the popular on-the-day live broadcast. We can also produce and broadcast individual programs to promote your company’s products and services and to introduce diversity and inclusion initiatives.

On The Day LIVE Guest Appearance	On The Day LIVE Commercial	Sponsor introduction
Rainbow	Rainbow	Rainbow
Diamond	Diamond	Diamond
Platinum	Platinum	Platinum
Gold	Gold	Gold
	Silver	Silver
	12 or more	
	8 or more	
	6 or more	
	3 or more	
	2 or more	

After the popularity of the TRP2020 online event #おうちでプライド, we realised there is need to spread information to people all over Japan and also abroad, thus, we created the TRP Channel on YouTube in June 2020. Content includes LGBTQ-related information to entertainment-based content such as topical discussions at bars and cooking related shows. Thanks to your support, both our number of viewers and subscribers are quickly growing!



Individual Program Production

Guest Appearance

Rainbow
Diamond
Platinum

Rainbow
Diamond
Platinum
Gold

Additional fees may be charged for additional guest performers or location shooting in distant locations

TRP2021 will be conducting live broadcasts during Pride Week [24 April (Sat) – 5 May (Wed)]in addition to live events on 24/25 April (Sat/Sun). Your company’s logo and credits will be displayed, and commercials will be distributed during the online broadcast of Pride Week events hosted by Tokyo Rainbow Pride.

*Please note that some content can not include commercial due to its nature.

プライドウィーク特別企画

Raise Your Voice!
このルールを変えたい！



【セッション1】

テーマ：エンタメ界のこのルールを変えたい！
～おねえ表現から考えるエンタメとマイノリティ～







ブルボンヌ
女装パフォーマー
(モデレーター)

〇〇〇〇
株式会社〇〇〇代表取締役

〇〇〇〇
お笑いタレント

【セッション2】

テーマ：教育現場のこのルールを変えたい！
～インクルーシブな教育現場とは～



乙武洋匡
作家
(モデレーター)

〇〇〇
■■■■国際ナショナル
スクール代表理事

〇〇〇〇
■■■■学園
理事長

The theme of TRP2021 is “Raise Your Voice. Change the World.” In line with this, a talk session will be held to delve deeply into the (unspoken) rules that appear in various situations and industries, involving participation from experts and voices from a range of fields.

Posting of Logo

Rainbow
Diamond
Platinum
Gold

Provision of Credit

Rainbow
Diamond
Platinum

Commercial Broadcast

Rainbow
Diamond
Platinum

FM radio station InterFM897, a media partner for TRP 2021, will broadcast your organization's information!

About

(1) Report/publicity for your organization as part of the official program to be aired on the day

Broadcast length: 120 seconds (once)
Broadcast time: 24/25 April 2021 (either day)

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

Title: Tokyo Rainbow Pride 2021,
Love Song with xxx (organization name or product name)
Broadcast length: 10 minutes (once)
Broadcast period: March/April 2021 (before TRP2021)
Project details:
1. Pre-recorded comments by your organisation
* 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 2021 announcement

(3) Provision of advance announcement

Broadcast length: 60 seconds (once)
Broadcast time: March/April 2021 (before TRP2021)
Plan details: 60 second publicity (organizational info announcement by a member of the organization)

Eligibility

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.

BuzzFeed Japan, the media partner of TRP 2021, will distribute your organization's information via SNS!

Content	Tie-Up Article (With Interview)	Tie-Up Article (Materials Provided)
	<p>An interview will be made about corporate initiatives, turned into an article, and distributed on BuzzFeed. Estimated 5,000 views.</p> <p>*A pre-meeting and confirmation will be made prior to publishing.</p> <p>* We will share the contents of the tie-up article in advance.</p> <p>▽To be published on</p> <ul style="list-style-type: none">•BuzzFeed Japan Official Website•Distributed via BuzzFeed Japan's SNS accounts (Facebook, Twitter)	<p>An article will be created based on answers to questions sent to company representatives, with photos provided, additional interviews held by phone or email as necessary, and distributed on BuzzFeed</p> <p>*No pre-meeting will be made prior to publication.</p> <p>▽To be published on</p> <ul style="list-style-type: none">•BuzzFeed Japan Official Website•Distributed via BuzzFeed Japan's SNS accounts (Facebook, Twitter)
Eligibility	Rainbow/Diamond	Platinum

Examples of Articles



BuzzFeed Japan, the media partner of TRP 2021, will distribute your organization’s information!

(1) Original Program Sponsorship

About

A 30-minute original talk show that utilises SNS is planned and produced by BuzzFeed Japan for the festival. We will display your logo and read out your organisation’s name during the program.

Show outline

Show length: 30 minutes
Broadcast location: Twitter
*The show will be broadcast once, however pre-show announcements will be made, and the show can be viewed afterwards.
Broadcast time: Night before the pride festival (TBD)
Estimated views: About 100,000 (on the day + archive)

Eligibility

Rainbow, Diamond, Platinum, Gold



Examples

(2) Introduction in Editorial Articles - 1

About

The BuzzFeed Japan editorial department will take the lead in creating the announcement article from the original program on the left and will introduce the name of the organisation in the article as a program sponsor. Links to the LGBTQ page of the sponsoring party is also possible.

Publishing location

Broadcast location: Organic posts on BuzzFeed’s official SNS
Broadcast time: Before program delivery (TBD)
- No prior confirmation of the content of the article
- Introduction to be made alongside other companies
- As an edited article, PVs cannot be disclosed

Eligibility

Rainbow, Diamond, Platinum, Gold

Examples of articles



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

BuzzFeed Japan, the media partner of TRP 2021, will distribute your organization’s information via SNS!

(1) Introduction in Editorial Articles - 2

About

The BuzzFeed Japan editorial department will take the lead in creating an edited article that summarises the contents of the original program and will introduce the organisation’s name in the article as a program sponsor. Links to the LGBTQ page of the sponsoring party is also possible.

Publishing location

Broadcast location: Organic posts on BuzzFeed’s official SNS

Broadcast time: After program delivery (TBD)

- No prior confirmation of the content of the article
- Introduction to be made alongside other companies
- As an edited article, PVs cannot be disclosed

Eligibility **Rainbow, Diamond, Platinum, Gold**

Examples of articles

完了

BuzzFeed

**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

Membership-Based Media Support by Global-Oriented Readership

A monthly membership-based web media that carefully selects, translates, edits, and publishes important articles from overseas media such as The New York Times and Le Monde in France. COURRIER Japon values a diverse range of perspectives and conveys a diverse range of thought and values.



Please reference COURRIER Japon’s paper-based media or their online content through this QR code.

Message from the Editor

“I don’t know much about LGBT issues, and I don’t know anyone like that around me.”

This is a sentiment I heard from someone recently.

How can you really know LGBT people aren’t around you?

We don’t yet live in a world where everyone can come out safely.

The person next to you may well be LGBT.

This made me realise that many people still do not understand the reality around them.

But, even if these people don’t understand, they still know what LGBT is.

This is the first step to understanding.

Knowing is how this all begins.

COURRIER Japon wants to be a media source that gives people that opportunity.

Knowing is the first step.

From there I believe in a world where everyone can be themselves.

Akiko Kamiya, Editor-in-Chief, COURRIER Japon

Plan A Tie-Up Article + Gendai Business Guidance

“Guidance from Gendai Business to get more people to read the article

Publishing Location The sponsor logo will be displayed on the Pride special page in COURRIER JAPON

The following will be implemented

- Production and publication of one tie-up article (assumed 11,000 PVs* per one month of publication)
- Secondary use of text and images permitted on the sponsors website (assumed 6-month period)
- Articles reprinted on the TRP website
- Each tie-up article will be posted three times on the official COURRIER JAPON Facebook and Twitter accounts
- External guidance from Gendai Business (guaranteed 6,000 PVs, part of * total)

Eligibility - Rainbow

Period – From confirmation to end of May 2020

Plan B Tie-Up Article Plan

“The creation of original articles that incorporate a global perspective”

Publishing Location The sponsor logo will be displayed on the Pride special page in COURRIER JAPON

The following will be implemented

- Production and publication of one tie-up article (assumed 11,000 PVs* per one month of publication)
- Secondary use of text and images permitted on the sponsors website (assumed 6-month period)
- Articles reprinted on the TRP website
- Each tie-up article will be posted three times on the official COURRIER JAPON Facebook and Twitter accounts

Eligibility - Diamond, Platinum

Period – From confirmation to end of May 2020



COURRIER

新規登録

みんなの「カミングアウト」



- 知的障がいを持つ同性愛者であるということ「私たち、生きる権利がほしいだけ」
- もしも我が子がLGBTQだったら―「愛するために、その人を理解する必要はない。愛すること」
- 「カミングアウトは何歳でもいいし、しなくてもいいんです」―仏ゲイ雑誌の名物編集長が本気でアドバイス
- どうして「レインボーフラッグ」がLGBTの象徴なの？
- “LGBT初心者”のための6つのアドバイス

Plan C-1 - Paid-Article Sponsored Plan

Publication content

- 1. Posting of sponsoring organisation’s logo on the pride special brand page (right image)
- 2. Two articles on the pride special brand page, with the description “this article can be viewed for free thanks to the cooperation of (name) (sponsoring organisation’s name)”, together with the posting of the organisation’s logo. The article shall be posted once on the official COURRIER Japan Facebook and Twitter accounts

Eligibility – Gold

Period – From confirmation until May 2021 (current estimation)



Pride special brand page



Paid articles

Plan C-2 - Banner Posting Plan

Publication content

- 1. Posting of sponsoring organisation’s logo on the pride special brand page (right image)
- 2. Posting of banner on both the top page and article page (guaranteed 250,000 impressions)

Eligibility – Gold

Period – From confirmation until May 2021 (current estimation)



Top page



Article pages

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

(Target) Training or lecture (1 time) – Included in Gold, Silver, Bronze plans

Stand-alone application is also possible (¥ 300,000/1 time, tax not included)

Lecturer



撮影：横田達也

Fumiyo 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, Fumiyo worked at a company for 3 years. At present, in order to spread LGBTQ 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. Fumiyo 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.



講師

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 LGBTQ colleagues. In March 2015, the company became an NPO, and she came out as a lesbian. In July 2015, she was selected as an LGBTQ program trainee hosted by the US State Department, visiting various areas of the USA. From 2015–18, she enrolled at Nijiirō 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 LGBTQ-related information. She is an advisor for SR LGBTQ & 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 freee in 2016. Changed to recruiting from inside sales after understanding the importance of creating an organization while maintaining diversity. She established Diversity Promotion at freee, 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 LGBTQ 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.



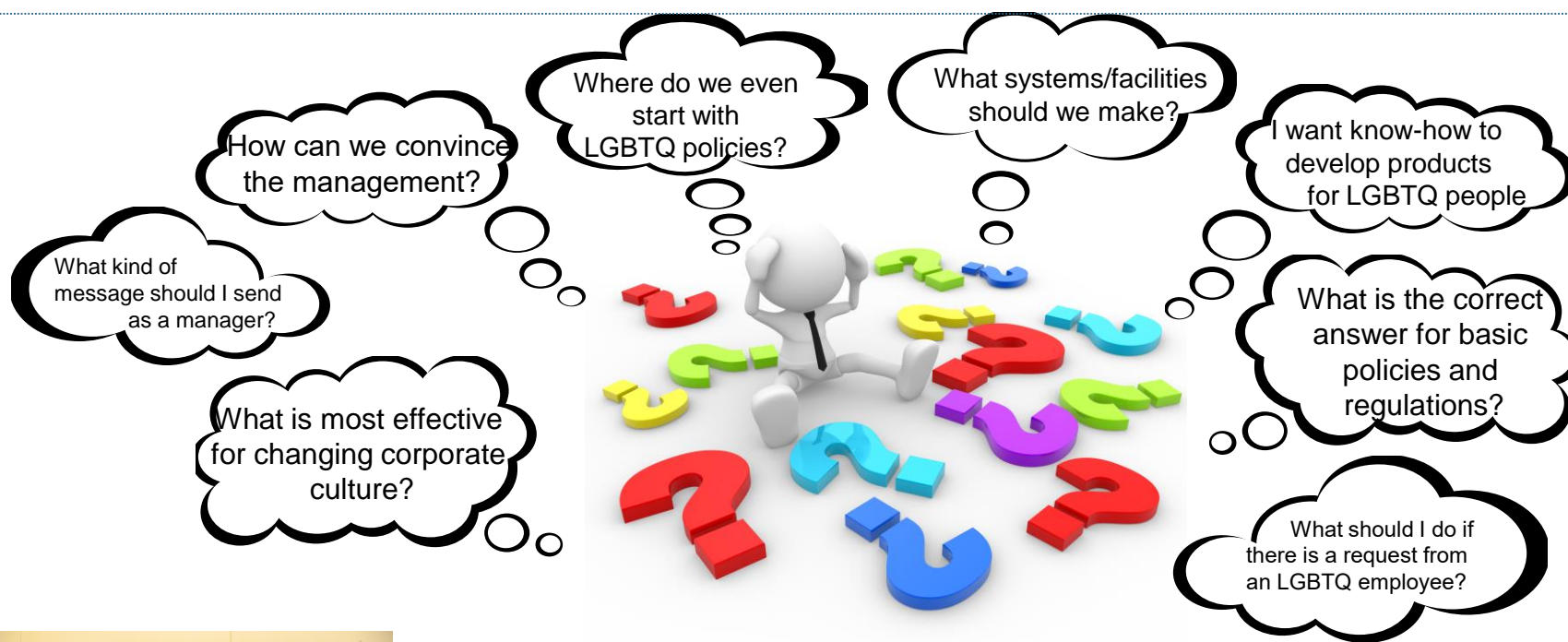
Sponsorship application deadline: 28 Feb. 2021			Rainbow	Diamond	Platinum	Gold	Silver	Bronze
T R P W E B	TRP Website	Online booth	Premium booth	Premium booth	Premium booth	Standard booth	Standard booth	Standard booth
		SNS Announcement	○	○	○	○	○	○
		Banner listing	Rainbow	Diamond	Platinum	Gold	Silver	Bronze
		CM broadcast	○	○	○	×	×	×
		Tie-up article	○	○	○	○	○	×
	On the Day Live Broadcast	SNS announcement (non-booth)	Rainbow	Diamond	Platinum	Gold	×	×
		Guest appearance	○	○	○	○	×	×
		CM broadcast	12 or more	8 or more	6 or more	3 or more	2 or more	×
	Youtube TRP Channel	Sponsor introduction	○	○	○	○	○	×
		Individual Program Production (not on the day)	○	○	○	×	×	×
	Pride Week Video	Guest appearance	○	○	○	○	×	×
		Logo display	○	○	○	○	×	×
		Credit provision	○	○	○	×	×	×
		CM broadcast	○	○	○	×	×	×
M e d i a B a n n e r s	InterFM897	Radio CM	Rainbow	Diamond	Platinum	Gold	Silver	×
	Buzzfeed Japan	Article on BuzzFeed	Tie-up article (interview)	Tie-up article (interview)	Company introduction (provision of info)	×	×	×
		Sponsor introduction via Buzzfeed program	○	○	○	○	×	×
		Introduction in editorial articles (1) Announcement article	○	○	○	○	×	×
		Introduction in editorial articles (2) Post-event report	○	○	○	○	×	×
	COURRIER JAPON	Article/logo listing	Plan A	Plan B	Plan B	Plan C (optional)	×	×
T r n i n g	Corporate training and lectures	Lecturer/speaker	×	×	×	○	○	○
Sponsorship plan price (not including tax)			¥8,000,000	¥5,000,000	¥4,000,000	¥2,500,000	¥1,500,000	¥500,000

* Joint enrolment by more than 5 organizations is accepted at the Diamond level and above.

OPTION MENU

OPTION MENU

When LGBTQ 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 LGBTQ measures which can be performed at your organization, such as internal company surveys (employee awareness surveys, measuring the effects of LGBTQ 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 LGBTQ measures.



Company LGBTQ 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 (LGBTQ and allies), event sponsorship (visualization of understanding and support)
- LGBTQ 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.

Promotion in an Official TRP2021 Special Program via InterFM897

OPTION MENU



- 2019 Guests
- Ryucheru/Wednesday
 - Campanella (KOM_I)/Thelma
 - Aoyama (Comments)/Ataru
 - Nakamura/Happo FuBijin/Yu
 - Sakai/Taiji Sato/Tsuyoshi
 - Kizu/Yaruki Arimi

InterFM897, in support of Tokyo Rainbow Pride, will broadcast the special program “TOKYO RAINBOW PRIDE SPECIAL ONE LOVE” as an official media partner, aiming for a world in which “love” is respected through “music”.

- Number of spots: 5 (planned)
- Broadcast period: TBD
- Broadcast date: To be held between 24 April-5 May. Details TBD
- Title : TOKYO RAINBOW PRIDE 2021 Official Program
- InterFM897 Holiday Special One Love
- 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. Broadcast of TRP support spot advert as an advanced policy (TRP announcement + xx supports TRP) 40 seconds x 10 times – Material
- Price : ¥ 1,000,000



▲2019 Booth Guest - Ryucheru

OPTION MENU

Tie-up Article Plan

“Create original articles that incorporate a global perspective”

Content: Sponsor organisation logo posted on the pride special page on COURRIER Japon

The following will be implemented;

- Production and posting of one tie-up article (5,000PV [TBD], approximately one month)
- Text and image materials can be used secondarily on the sponsoring organisation’s website (for about half a year)
- Articles reprinted on the TRP site
- Posting of tie-up articles 3 times on the official COURRIER Japon Facebook and Twitter pages

Period From confirmation until end of May 2021 (TBD)

Price ¥ 900,000

Tie-Up Article + Modern Business Guidance

“Induced from modern business. A plan to increase article PVs”

Content: Sponsor organisation logo is posted on the price special page on COURRIER Japon

The following will be implemented;

- Production and posting of one tie-up article (11,000PV [TBD]*, approximately one month)
- Text and image materials can be used secondarily on the sponsoring organisation’s website (about half a year)
- Articles reprinted on the TRP site
- Posting of tie-up articles 3 times on the official COURRIER Japon Facebook and Twitter pages
- External guidance from “Gendai Business” (includes 6,000 PV guarantee*)

Period From confirmation until end of May 2021 (TBD)

Price ¥ 1,500,000



* Tie-up articles include PR notation and sponsorship credit

* Please note that a review will be made in according with Kodansha’s advertising placement standards

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 2021 Operation Committee

Email address: sponsor@tokyorainbowpride.com

