



Pride Toronto
WorldPride 2014 Toronto Partnership Policy and Guidelines –
Major Cultural Organizations
V0.4 10-Apr-13

| WP14TO Partnership Policy – MCO's | | |
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| 1. | Purpose | <p>The purpose of this document is to provide guidelines around Pride Toronto's engagement with major cultural organizations as part of WorldPride 2014 Toronto. The audience for this document is Pride Toronto staff, board and volunteers.</p> <p>In recognition of the WorldPride 2014 Toronto mission, there will be an expansion of programming with an international focus, as well as the inclusion of events that showcase Toronto's world-class and provocative arts and cultural landscape.</p> <p>In order to meet this objective, Pride Toronto will be looking to partner with major cultural organizations in Toronto.</p> |
| 2. | Values | These standards are intended to provide clarity and help provide a more efficient process. |
| 3. | Scope | This is policy is for WorldPride 2014 only and should be re-evaluated in advance of the 2015 Pride festival. |
| 4. | Definitions | <p><u>Major Cultural Organizations</u> Major cultural organizations are recognized as unique cultural ambassadors and institutions in Toronto. These cultural attractions have a significant economic and cultural impact. They play a major role in enhancing local culture, and in developing Toronto as a worldwide cultural destination. These organizations have demonstrated a consistent level of professional standards, artistic excellence, international achievement, and board accountability.</p> <p>Major cultural organizations deliver unique artistic programming that strengthens the richness and diversity of Toronto's cultural sector. They also demonstrate leadership in encouraging community participation through education and outreach, volunteer opportunities, audience development, and support to other community arts and cultural organizations. These organizations lead Toronto's culture sector in creating jobs and wealth, attracting visitors, contributing to the City's economic prosperity, and making Toronto a vital international creative capital.</p> <p>The usual activities of these organizations may or may not be LGBTTIQQ2SA community focused, but partnerships with them in 2014 will be based on their production of an event, programming or series - for WorldPride 2014 Toronto - with a focus on, or of interest to, LGBTTIQQ2SA communities.</p> <p>The following organizations are recognized by Pride Toronto as major cultural organizations for the purposes of this program.</p> <ul style="list-style-type: none"> • Art Gallery of Ontario • Bata Shoe Museum • Buddies in Bad Times Theatre • Canada's National Ballet School • Canadian Opera Company • Canadian Stage • Canadian Lesbian & Gay Archives |

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| | | <ul style="list-style-type: none"> • Factory Theatre • Festival Management Committee (Scotiabank Caribbean Carnival Toronto) • Fringe of Toronto Theatre Festival • George R. Gardiner Museum of Ceramic Art • Harbourfront Centre • Hot Docs • Inside Out • Mirvish Productions • Museum of Contemporary Canadian Art • National Ballet of Canada • National Film Board of Canada • The Power Plant • Royal Conservatory of Music • Royal Ontario Museum • Ryerson Image Centre • Soulpepper Theatre Company • Theatre Passe Muraille • Toronto Downtown Jazz • Toronto Festival of Arts, Culture and Creativity (Luminato) • Toronto International Film Festival Group • Toronto Public Library • Toronto Symphony Orchestra <p>Other organizations may be added to this list at the discretion of Pride Toronto.</p> <p><u>LGBTTIQQ2SA</u> LGBTTIQQ2SA is an acronym used to represent a broad array of identities such as, but not limited to, lesbian, gay, bisexual, transsexual, transgender, intersex, queer, questioning, two-spirited, and allies.</p> <p><u>Official Event</u> An official event is an event produced by Pride Toronto staff and volunteers. For WorldPride 2014 Toronto, this definition will be extended to include events produced in partnership with any of the organizations listed under Major Cultural Organizations in this policy document.</p> |
| 5. | Policy Guidelines | <p>5.1 Requirements Partners in this program must align with the Pride Toronto & WorldPride 2014 Toronto's mission, vision and values, which include the City of Toronto's Anti-Discrimination Policy.</p> <p>5.2 Overview The intention of these partnerships is to create a richer cultural experience for visitors, tourists and residents of Toronto and neighbouring cities for WorldPride 2014 Toronto. The intention is NOT for Pride Toronto to take on organization of or funding for any programming that falls under these partnerships. However, as a partner, any programming will be recognized as an Official WorldPride 2014 Toronto event and both partners will work together to pool marketing resources and collaborate where fitting.</p> <p>5.3 Benefits In the lead up to WorldPride 2014 Toronto, Pride Toronto and a handful of strategic partners will be engaging in an extensive marketing and</p> |

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| | | <p>promotional campaign in 2013 that will heighten awareness of WorldPride 2014 Toronto by having a presence at all major Pride festivals around the World!</p> <p>5.4 Exclusions Major cultural organizations participating in this program with conflicting sponsorship agreements will not have the right to place sponsor third-party acknowledgement of any kind within any Pride Toronto marketing vehicle, including, but not limited to, the WorldPride 2014 Toronto Guide, WorldPride 2014 Toronto website, WorldPride 2014 Toronto social media channels and onsite during festival events.</p> <p>5.5 Consequences for breaching this policy An employee or volunteer who is in breach of this policy can be subject to an investigation, at the discretion of the Board or Executive Director. Consequences of breaching this policy may result in one or more of the following actions:</p> <ul style="list-style-type: none"> i. a verbal or written warning; and/ or ii. dismissal; and / or iii. litigation and / or iv. Or other action as deemed appropriate by Organization |
| 6. | References | <ul style="list-style-type: none"> i. Pride Toronto Mission, Vision and Values ii. WorldPride 2014 Toronto Mission, Vision and Values iii. WorldPride Human Rights Framework |
| 7. | Appendices | <ul style="list-style-type: none"> i. 2012 Economic Impact Study |
| 8. | Approval & Responsibility | <ul style="list-style-type: none"> i. This policy shall be reviewed by the Board of Directors at the conclusion of WorldPride 2014 to assess the effectiveness of the policy in achieving the purpose set out in Section 1 as well as comply with municipal, provincial and federal laws and regulations, as may be amended from time to time. ii. Concerns and / or questions about this policy can be directed to the Executive Director. <p>This policy shall be amended only by resolution of the Board of Directors through review and recommendation of the Board of Director.</p> |
| 9. | Approval Dates | <p>This policy was approved on: 25-Apr-13 This version takes effect from: 26-Apr-13 This policy will be reviewed by: 28-Feb-15</p> |

WorldPride 2014 Toronto Partnership – Major Cultural Organization - Selection Process

Pride Toronto staff administers this process. Only staff may present this program/opportunities to eligible organizations. Staff may choose to request the company of a Pride Toronto Board or WorldPride Subcommittee member to a meeting with a major cultural organization. Any potential partners under this program umbrella MUST be referred to the Director of Development.

Candidates

Candidates for the program may come from a number of sources, including, but not limited to:

- A direct approach from an organization looking to be involved with WorldPride 2014 Toronto.
- Applications through the Affiliate Events Program.
- A shortlist of organizations Pride Toronto would like to approach.

Benefits

Program Benefits to the Partner:

- Official WorldPride 2014 Toronto Event Logo (to be used on all promotional materials)
- Media support through WorldPride 2014 Toronto's Media sponsors and Social Media
- Invitation to VIP Media Event
- Invitation to VIP Opening Ceremonies
- Web Banner Ad (plus other web components to be determined)
- Inclusion in official advertising within the WorldPride 2014 Toronto Guide Page

Benefits to Pride Toronto:

- An invitation and complimentary tickets to attend the partner's event/s.
- A possible fundraising component (a portion of proceeds to be donated to Pride Toronto, or direct solicitation at the event)
- A richer cultural experience for all LGBTTIQQ2SA visitors that Toronto will be playing host to for World Pride 2014

Selection

Organizations will be selected by a panel comprising:

- Co-Chair Pride Toronto Board of Directors
- Chair, WorldPride Committee
- Executive Director, Pride Toronto
- Director of Development, Pride Toronto
- WorldPride Manager, Pride Toronto
- Arts & Culture Manager, Pride Toronto
- Events Team Lead, Pride Toronto

The panel will consider all proposed partnerships by the criteria outlined in this document.

When assessing potential partnerships, the panel will consider the following:

- A good balance of programming of the same nature and/or content across the festival.
- That there is a good balance between the number of official events and the number of affiliate events, i.e. there are not so many official events that they lose their significance.
- How the partner organization will collaborate with other organizations or community groups, and whether these partnerships have the potential to continue beyond the festival.
- How well the organization's proposed programming aligns with the WorldPride 2014 Toronto mission, vision and values, and Human Rights Framework.
- How unique the proposed programming is.
- How current, topical and relevant the proposed programming is.

The panel will make recommendations to the WorldPride Committee, who will determine final selection of partners, subject to Board approval.