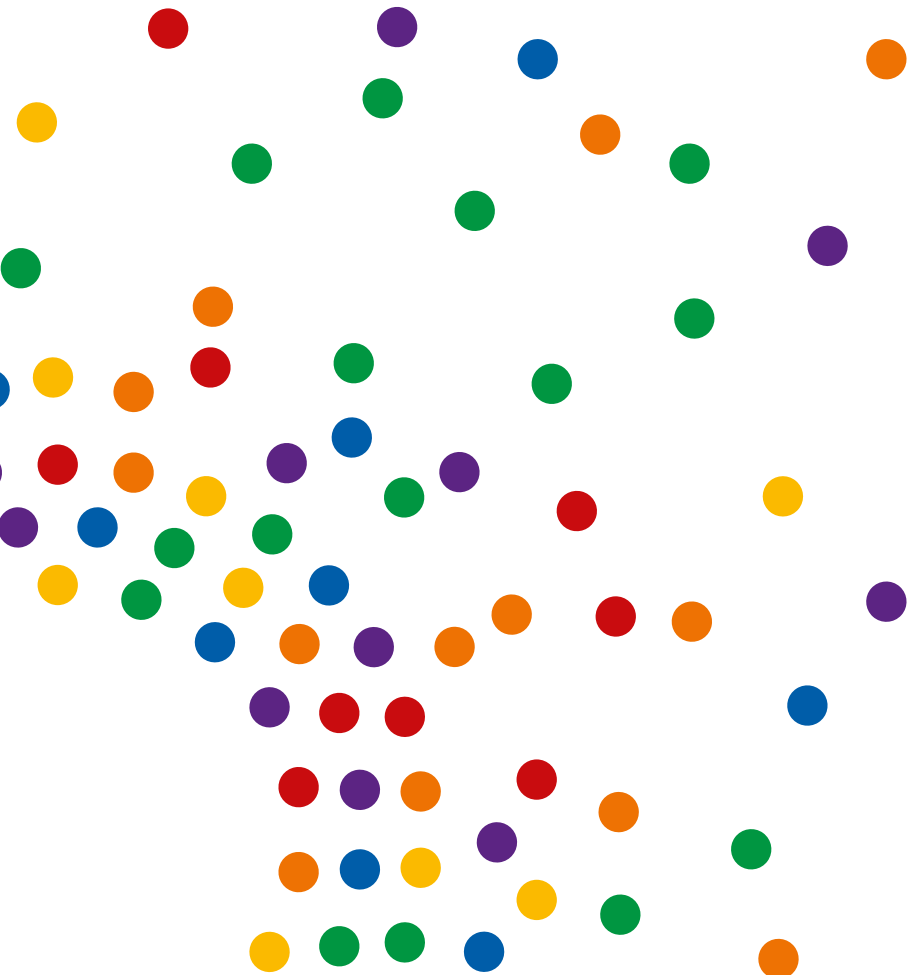




#YouAreIncluded

Activating your partnership with Copenhagen 2021

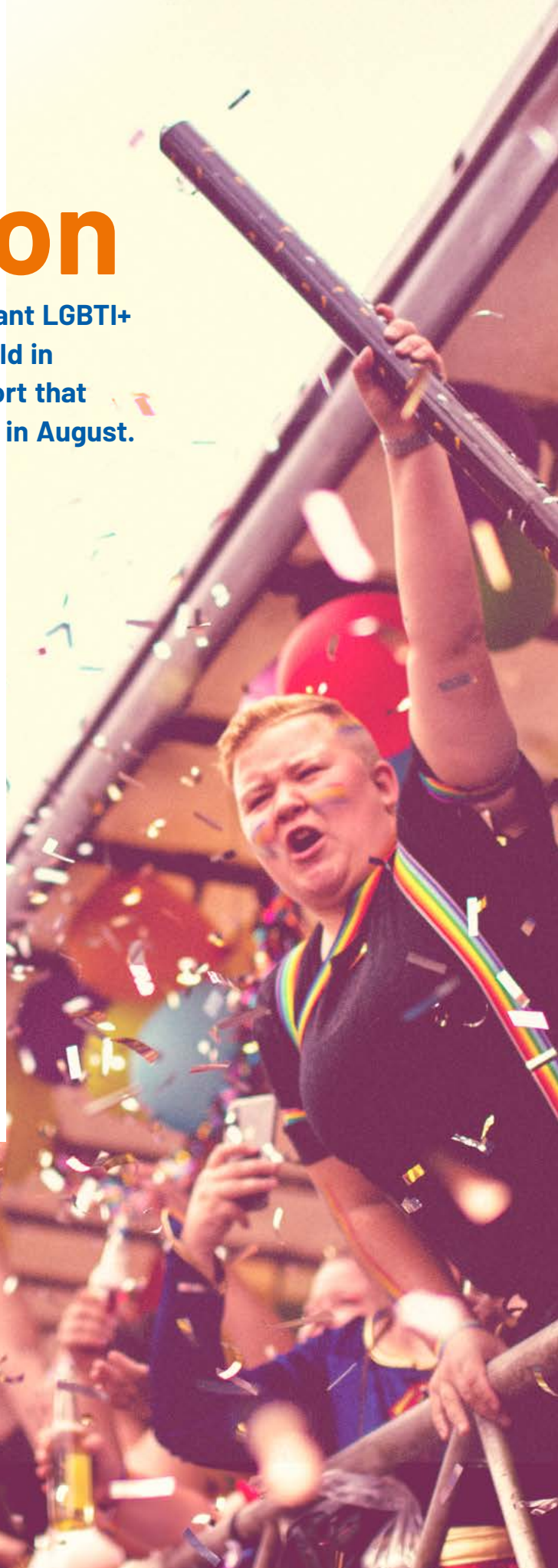


Introduction

Copenhagen 2021 will be the most significant LGBTI+ event held in 2021, and the biggest ever held in Scandinavia – and it's thanks to your support that we are able to deliver this incredible event in August.

We've put together this quick guide covering various topics to help you activate and promote your relationship with us. It contains some very practical information and requirements, but also some ideas for ways in which you can use the partnership within your organisation.

We hope you find the guide useful but if you have any questions, please don't hesitate to get in contact and we'll be pleased to help. To stay up to date with the latest news and information make sure you are [registered to receive our Partners Newsletter](#).



Parade and Hospitality registration

WorldPride Parade

Registration for the WorldPride Parade in Copenhagen on Saturday 21 August will open [via our website](#) on Monday 3 May. Please complete the registration form as soon as possible after this date. Guidance for Parade groups can be found [here](#). If you have any special requirements for your Parade entry please advise us as soon as possible and we will do our best to accommodate. Please be aware some activity will require approval from the relevant authorities and some activity will be prohibited entirely.

Hospitality Day Pass registration

Some partners and sponsors are entitled to a number of Guest Passes depending

on the level of your partnership, giving access to our Hospitality Lounge during the event. Registration for these Guest Passes will open on Monday 10 May and we will send you instructions on how to register. For security purposes we will need to know the names of your guests so please start to consider this now.

Partner Networking Event

We will, as restrictions allow, host some business-to-business events where you can meet the team and hear the latest on our plans. To make sure you receive these invites register for our exclusive Partner Newsletter [here](#).

Registration for
the WorldPride Parade
in Copenhagen will open

3 MAY

via our website



Copenhagen 2021 Guide

The Copenhagen 2021 Guide will be our official program and magazine. More than 50,000 free copies will be distributed in Copenhagen and Malmö in July and August including at tourist information centres, hotels, LGBTI+ venues and transport hubs. As well as the program and essential information, the Guide will be in magazine format including features and interviews.

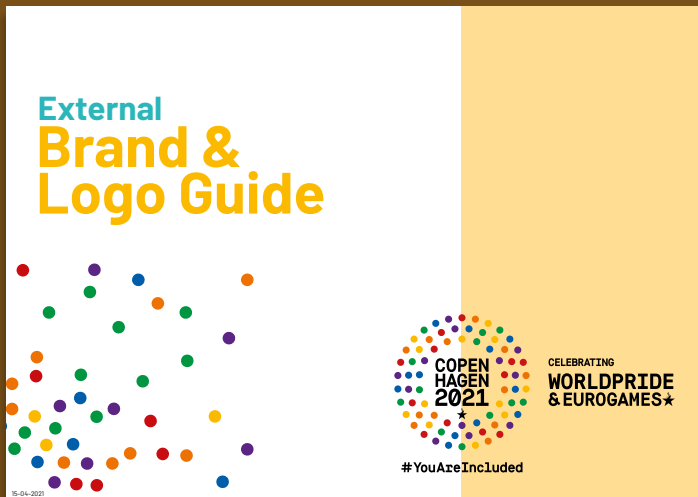
The Guide is being published on our behalf by Pride Life Global, a renowned LGBTI+ publishing house, and partners are entitled to exclusive reduced pricing for advertising, features and promotions in the Guide.

[Click here](#) for more information or contact Steve Sohal at steve@pridelifeglobal.com.

More than
50,000
free copies will
be distributed in
Copenhagen
and Malmö



Download Our logo



Please ensure
you use the correct
versions of our logo.

And remember that all use
of our logo must be approved
by us before use.

Please send to communication@copenhagen2021.com

General guide

Download our external
Brand & Logo guide plus
logo assets for screens

Official Product Partners

Download our Brand & Logo
guide plus as logo assets for
screens and print

Official Partners

Download our Brand & Logo
guide plus logo assets for
screens and print

Key deadlines

Please ensure that we have all required content from you by the dates indicated below.

Please send all content to our Activation Manager Kieron Yates
kly@copenhagen2021.com.

Telephone:
(+45) 53 77 79 86

Requirement	Description	Deadline
Social media content	Text and graphics / videos to be shared on Copenhagen 2021 social media channels between May and August. See guidelines on page 008.	At least 14 days prior to posting
Physical event presence	If your partnership includes a physical presence during the event such as a tent or booth we need to know what this will involve so we can inform the municipality. Further information will be sent out soon on what to expect during the event inc set up procedures and exact position etc.	7 May
Sampling	If you intend to do any product sampling across the event we need to know the details prior. Please tell us ASAP and be aware that some activity will require approval by the relevant authorities.	7 May
Merchandise	The official Copenhagen 2021 merchandise will be available through our webshop kindly hosted by hummel from 10 May. Please share this with your networks. If you have an official licensed product that you would like to be featured please advise us ASAP	10 May
Your logo(s)	PNG <i>and</i> EPS versions of the logo that we should include on our logo walls, and on our website and app.	ASAP but by latest 31 May
Sub page on website	If you would like to feature a sub page on our website containing information specific to your brand please advise us ASAP. If this is not required your logo will link through to the nominated landing page on your home site.	31 May
Fence panel graphics	An PDF file of your advert to appear on fence panels around the event. See guidelines on page 009.	15 June
Digital screen content	Your ad, or static content to appear on big screens at the side of the WorldPride Stage. See guidelines on page 010.	15 June
Event signage inc press walls	This will use the same content that you supply for the fence panels, any assets we will produce will be given to you by 30 June and you will have 7 days to approve this. No reply will be taken as approval.	30 June

Guidelines

Brand guidelines

In all content, please follow our [published guidance](#). Avoid gendered terms (such as “hi guys”), and refer to ‘the LGBTI+ community’ or ‘the rainbow family’, rather than focusing on one section, i.e. ‘the gay community’. Please also ensure you spell and space words such as ‘WorldPride’ and ‘EuroGames’ correctly, as we won’t be able to use any content that breaches our brand guidelines.



Copenhagen 2021	Copenhagen2021	CPH2021	copenhagen2021
WorldPride	World Pride	Worldpride	worldpride
EuroGames	Euro Games	Eurogames	eurogames
#YouAreIncluded	#youareincluded	#Youareincluded	#youreincluded

Social media content

Your allocation of social media posts on the official Copenhagen 2021 channels depends on the level of your partnership. Irrespective of the number of posts, we ask you to provide us with the ready-to-post content.

We encourage you to use the post to talk about why your support for Copenhagen 2021 WorldPride and EuroGames is important, rather than seeing it as an advertising opportunity. Here are some examples to give you an idea:



Please send us the following:

- Your preferred text (max 240 characters for Twitter, ideal max 400 characters for Facebook, LinkedIn and Instagram)
- Your brand's social media handles
- Link to include in the post (if applicable)
- Image or video to include in the post (if applicable)

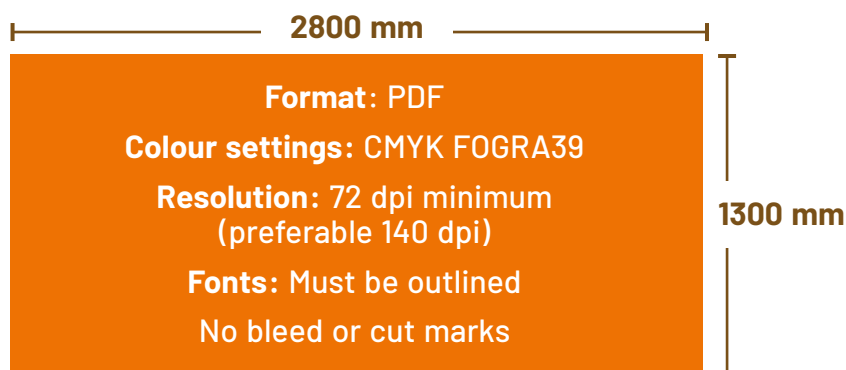
Posts will be in English, and will be posted to our four core channels Facebook, Instagram, LinkedIn and Twitter. The posts will all be on the same day but will be at varied times, scheduled to reach the largest possible audience. We strongly advise that you set up a meeting with your Activation Manager, Kieron Yates as soon as possible to agree the social media plan for all your content.

Fence panel graphics

WorldPride Square, Fluid Festival and some other sites will have fence panels around the perimeter (similar to [this](#)). The fence cover will have a Copenhagen 2021 frame around the edge, with your graphic in the middle.

Again, we recommend that you are creative with the design rather than using the space for a generic advertisement. You are welcome to use our logo in accordance with our [guidelines](#).

Please provide us with the graphic to go in the centre of the cover. The dimensions are 2800mm wide x 1300mm high. The graphic should be supplied in PDF format with CMYK FOGRA39 colour settings with no bleed or cut marks. Minimum resolution is 72 dpi however 140 dpi is preferred. All fonts must be outlined.

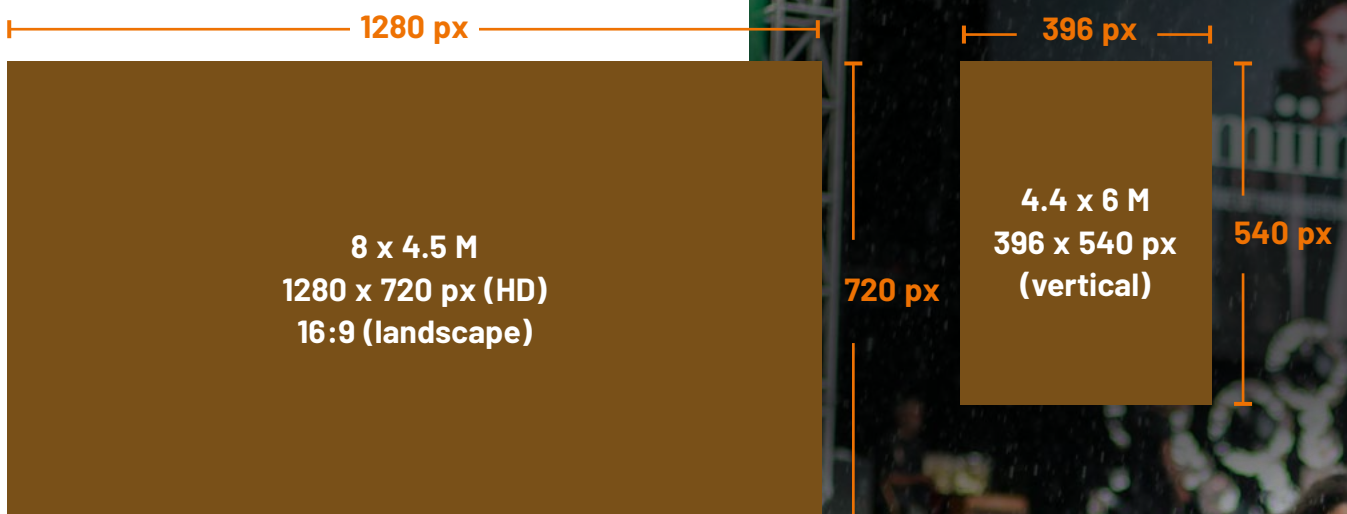


Digital screen content

Across the event, large screens will carry Copenhagen 2021's messages alongside short advertisements for our partners. This includes large screen at the side of the WorldPride Stage in Rådhuspladsen, Copenhagen.

Again, we recommend that you are creative with the design rather than using the space for a generic advertisement. You may use our logo in accordance with our [guidelines](#).

The video must be delivered in two formats, portrait (WorldPride Stage) and landscape (other spaces and potential social media broadcast). Video formats/codecs should be either Apple Proress 422, Apple Proress 422 HQ or Apple Proress 4444. Whilst viewers on social media may hear sound, the videos will be played without sound on big screens.

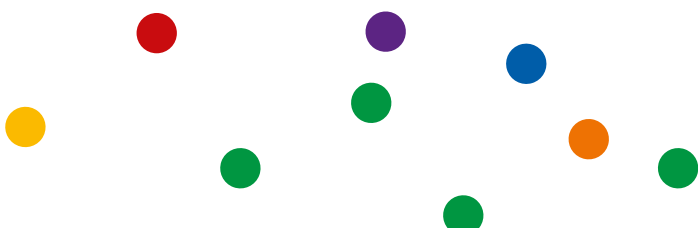


If you don't wish to produce a video, we can display a static graphic in place of the video. These should be provided in EPS or PNG format.

If your partnership contract stipulates static screen content we will display your logo already provided to us unless advised otherwise, we will need this content by 15 June.

Consultation

If you'd like to run an idea past us for feedback before you start production of materials, we'll be happy to help. Contact Kieron Yates kly@copenhagen2021.com and he can direct you to the best colleague to help.





Promoting our partnership

We're delighted to be working with you as one of our partners, and we'd encourage you to post about the partnership on your own social media channels.

Please remember to tag our official accounts:

- Facebook [@Copenhagen2021](#) (verified)
- Instagram [@cph2021](#) (verified)
- Twitter [@CPH2021](#) (verified)
- LinkedIn [@Copenhagen 2021 WorldPride and EuroGames](#)

... and do use our official hashtag #YouAreIncluded. If you need images to accompany posts, you can download from www.copenhagen2021.com/googledrive.



Here are some example posts:

- **Facebook:** Copenhagen 2021 will be the biggest LGBTI+ event ever held in Scandinavia. WorldPride and EuroGames are coming to Copenhagen and Malmö this August and we're proud to be an official partner! #YouAreIncluded Visit copenhagen2021.com for more information.
- **Instagram:** Copenhagen and Malmö will be the most colourful cities in the world this August when @cph2021 brings WorldPride and EuroGames to Scandinavia for the first time! We're proud to lend our support. #YouAreIncluded
- **Twitter:** WorldPride and EuroGames come to Copenhagen and Malmö this August, and we're delighted to be an official partner of @CPH2021! #YouAreIncluded copenhagen2021.com
- **LinkedIn:** Diversity and equality are important to us and that's why we're delighted to be an official partner of Copenhagen 2021 WorldPride and EuroGames this August. Find out more at copenhagen2021.com and we'll see you there! #YouAreIncluded

We look forward to working with you

to produce an amazing event and an engaging experience for your brand. If you have any questions please do not hesitate to reach out to the team via the below contacts.



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Katja Moesgaard

She | Her | Hers
Chair
km@copenhagen2021.com