

# LUXEMBOURG PRIDE

Esch-sur-Alzette //////////////////////////////////// [www.gaymat.lu](http://www.gaymat.lu)

# 2021

**SUPPORT DIVERSITY,  
BECOME A PARTNER!**

AS PART OF



**ESCH-SUR-ALZETTE  
EUROPEAN CAPITAL  
OF CULTURE**

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**We support local artists: Thalia Garcia in 2018**

# TOPIC

## ABOUT A PRIDE

The LGBTIQ (Lesbian, Gay, Bisexual, Transgender/-identity, Intersex and Queer) community entails a large group of individuals within our society who identify themselves as such. Other, more or less long acronyms are also in use and accentuate the wide variety of people present in the community. The community as a whole has always offered a welcoming place for everyone who doesn't identify with the cis-gender/heterosexual construct or to any other person who encourages and celebrates diversity.

LGBTIQ individuals have been victimized throughout history for being different and were often the scapegoat to justify abuse and violence. The Stone Wall Riots in 1969 marked a turn in the perception of queer people; "Enough is enough!" And exactly one year later, the first Christopher Street Day (CSD) or Pride was held in memory of those events. This "Pride movement" has spread quickly and LGBTIQ people all over the world have been gathering on the streets to celebrate and party. You are accepted as you are, with arms wide open.

The Luxembourg Pride is the physical embodiment of this diversity and has grown thanks to its local and international partners and supporters. The Luxembourg Pride welcomes all companies and institutions wishing to improve their LGBTIQ+ policies and become an ally of our Pride Family, with the ultimate goal to take society further. We encourage and help associations to think beyond the scope of a Pride by realizing actions. Be it by increasing awareness and inclusion through visuals, trainings and dedicated spaces or be it by organizing supportive actions in defense of LGBTIQ+ rights. Together with our partners, sponsors and supporters, we would like to accomplish:

- **Professionalism** (competence, reliability, responsibility, positivity and collaboration)
- **Respect** (regardless of gender identity, background, ethnicity, etc.)
- **Integrity** (honesty, trustworthiness and integrity)
- **Diversity** (being united in difference)
- **Excellence** (dedication, motivation and confidence)

As stated with our old name: "Gay-mat!"; meaning "Come with!", the Luxembourg Pride is reaching out to you to join our global Pride Family, to build upon these principles, be an example to other countries and enhance the local and global LGBTIQ+ community!







Mayor of Esch-sur-Alzette and members of the government and the parliament in 2019

## CONTEXT

### WHAT IS A CSD OR PRIDE?

Pride marches or *Christopher Street Days* (CSD as called in Germany) are yearly events organized by LGBTIQ organizations in cities all over the world, which mainly take place during the summer months. Capital city Prides and CSDs like Amsterdam, London, Berlin and Paris are huge events which attract between 100 000 and 500 000 visitors. Cologne hosts the biggest Pride event in Europe with 1 000 000 participants. A pride is a demonstration against discrimination and exclusion based on sexual orientation or identification and is a celebration of LGBTIQ-rights. It usually sets off with a Pride March or Parade followed by a big open air Street Festival.

The LUXEMBOURG PRIDE, is a particularly open and lively sociocultural festival. It is a free-access event and is largely funded by sponsors, grants, the earnings from previous years and the persistent and hard voluntary work of so many.

Looking from the beginnings, The LUXEMBOURG PRIDE has become an event of high interest, well covered by the Luxembourgish media.

### WHO WE ARE.

*Rosa Lëtzebuerg asbl* is the only LGBTIQ-organization in the Grand-Duchy of Luxembourg defending the interests and rights of the national LGBTIQ community since its founding in 1996. We work to bring juridical equality to the fore and to overthrow discrimination, we project a large variety of sociocultural activities designed to eradicate prejudices and to foster a safe environment for the communities and their members. After years of lobbying and raising awareness, the members of Rosa Lëtzebuerg have intensely contributed to the change of the political leaders mindsets. We have initiated the information center CIGALE where 2 full time educators carry out pedagogical tasks. Their mission is to give professional counselling to youngsters, adults and their families. They hold educational and anti-discrimination workshops in schools.

***"As the main LGBTIQ-association, it is our duty to stand up for people who feel as not being accepted, regardless of their origin and sexuality."***

Our largest yearly project, the LUXEMBOURG PRIDE, has become a fixed happening for the celebration of joy and togetherness in the event agenda of Luxembourg and the Great Region. The

Luxembourg Pride is our annual invitation going out to everybody from every walk of life to join and share the true joys of a coloured life, music, humour, nice food, drinks, games and animation.

During a vivid week our LGBTIQ+ movement takes the country's center stage. The vast and varied public events we offer range from political debates and panel discussions, movie nights, exhibitions and entertaining acts. Many politicians and representatives of the civil society join our yearly commemoration ceremony to honor the memory of the LGBTIQ victims of national-socialist persecution and homophobic crimes. Our Pride March and Street Fest, are the apex of our Pride Week and the celebrations of diversity. Following our original call and feeling particularly in charge for battling any kind of exclusion, we dedicate our attention to accessibility and assistance to make persons with disabilities feel most welcome and safe.



## OUR CORE TEAM



**Laurent BOQUET**

*Coordinator,  
Budget & Concept*



**Andy MAAR**

*Coordinator,  
Art Director & Concept*



**Tom HECKER**

*President of Rosa Lëtzebuerg  
Administration*



**Nicolas VAN ELSUÉ**

*Board Member of Rosa Lëtzebuerg  
Sponsoring & Concept*



**Jeannine LANGERS**

*Board Member of Rosa Lëtzebuerg  
Administration*

## WE ARE WELL CONNTECTED IN THE GRAND REGION...

Rosa Lëtzebuerg has been working closely with other partners in the Greater Region for many years.

For example, we have maintained a good partnership with the Schmit-z Center in Trier, Couleurs Gaies in Metz and with the LSVD Saar in Saarbrücken for about 20 years. Together, we are networked in the umbrella organization "Greater Region under the Rainbow", where we support each other in various events.

As a national LGBTIQ organization, we have been represented with an information booth at CSD Trier and Metz Pride for many years, or we are participating as a group in the parade during the CSD in Saarbrücken.

We are proud to welcome not only visitors from all over the Greater Region during the Luxembourg Pride, but we are also pleased about the participation of other LGBTIQ organizations from Trier, Metz, Saarbrücken, Virton and Nancy.

## ... AS WELL AS IN THE REST OF EUROPE!

We don't restrict our networking just to the Greater Region. For several years Rosa Lëtzebuerg has also been a member of various international networks.

- ILGA Europe
- TGEU - Transgender Europe
- EPOA - European Pride Organisers Association.

Through the ILGA Europe network, for example, we are helping Rosa Lëtzebuerg's political work to create the annual ILGA Index. An index on how far national governments have enshrined the rights of LGBTIQ minorities in member states in laws or constitutions.

In particular, through our membership of EPOA, the umbrella organization of Pride organizers in Europe, we are networked through a series of international meetings a year, through workshops and exchange programs with a variety of organizations across Europe.



# FLASHBACK

## HISTORY OF THE LXB PRIDE

'99



1999  
**First GayMat**  
as an information stand at the  
"Place du Théâtre" in Luxembourg  
City.



2007  
**GayMat takes part in the  
European Capital of Culture  
Programm**  
with about 750 visitors.



2010  
**First Esch**  
1000  
extens  
whole





**GayMat in  
sur-Alzette**  
visitors and first  
sion of the programme to a  
week.



**2016  
GayMat: new milestone in  
terms of visitors**  
5000 visitors during the whole Pride  
Week



**2019  
20 Years of Pride in  
Luxembourg**  
6000 visitors during the whole Pride  
Weekend. For a first time a street  
fest on saturday and sunday and  
participation of 8 ambassadors and  
the prime minister in the Equality  
March. Creation of a LGBTQ/Pride  
Tourism Strategy. The event will be  
renamed "Luxembourg Pride" for the  
anniversary.



**2020  
LUXEMBOURG ONLINE PRIDE**  
Due to the Covid19 pandemic, for  
the first time a Pride exclusively in  
the form of a livestream:  

- 13 hours of video stream
- Photos of all events
- over 50 social media posts with  
about 6000 likes & comments
- 6000 viewers (on both the  
Week Events and the Online  
Pride).



**Equality March with about 1000 participants in 2019**





## PROGRAM

**08 JULY**  
Pride Week Opening  
with the Mayor of Luxembourg  
at the Grand Théâtre

**09 JULY**  
Queer Movie Night  
with the Mayor of Luxembourg  
at the Grand Théâtre

**10 JULY**  
Diva Storytelling  
with the Mayor of Luxembourg  
at the Grand Théâtre

**11 JULY**  
Queen Night  
with the Mayor of Luxembourg  
at the Grand Théâtre

**12 JULY**  
Panel Discussion  
Do we still need  
Capital Pride P  
at the Grand Théâtre

**14 JULY**  
SUNDAY  
FADA'S FAMILY  
Chic Planet • Reebou  
Final of Luxembourg  
Majorettes d'Esch • P  
tail Bar & Lounge  
at Town Hall Square (Esch-s



PRIDE WEEK

AY  
• COREMY  
Sänger • DJ  
's next Popstar  
ood Trucks Cock-  
ur-Alzette)

more than

**20**

years of tradition  
organizing a Pride Event

**9**

days filled  
with different  
events

**7**

members of  
government on  
stage in 2018  
and 5 members  
in 2019

**8**

ambassadors  
participating at  
the parade in  
2019

more than

**13**

social and  
cultural events

more than

**6k**

visitors of the  
Pride Main Events

## THE ROAD AHEAD

Despite the progress we perceive, LGBTIQ people around the world are suffering very much. Declared LGBTIQ-FREE zones, increases in violence, hate speech, mobbing and bullying at work and in public spaces ... Yet, in Luxembourg problems are far from being eradicated and some of us have to face quite harsh realities, challenges, and concealed mistreatments, ignorance and exclusion. Reasons why the Pride Event is necessary, why awareness remains crucial. The LGBTIQ community thrives through visibility and presence. Being our greatest resource, as it allows to mobilize people all over the world, in times of the SARS-COV-2 pandemic making it impossible to host big events, it turns out to be a tremendous weakness. In this dire lastingness, the voices of LGBTIQ people, supporters and allies have to speak louder than the calls for hate and regression!

The future of the entire socio-cultural sector floats suspended as the SARS-COV-2 pandemic keeps the world in its tight grip. Giving a realistic prospect of a not so distant future continues to be complicated. However, our ambitions remain high after our increasing success in the previous years. Even with a limitations to a digital format, the Luxembourg Pride 2020 was an affluent edition. We will keep working hard on our values and meet our spectator's expectations. We will increase our investments to enlarge the offer of our program, provide additional setup space to be able to meet the affluence and the standards of the regional and international audience. Be ensured that the Luxembourg Pride 2021 will take place in whatever shape or form! This means that we apply strict regulations and provide facilities to guarantee the health and safety of all our visitors.

The Luxembourg Pride will be part of the official program for Esch 2022 as Esch-sur-Alzette will become the European Capital of culture. Our plans are slowly taking shape; we are proud to be part of this impressive event and we are working hard to put our ambitions into reality. More detailed information on each and every of our events will be released in the near future and in due course of planning. In the meantime, we need your help to make Luxembourg the cultural hotspot of Europe.

The festival sector and LGBTIQ/PRIDE tourism is becoming increasingly important and has a big impact on local and regional businesses, as well as on the local community itself. The Luxembourg Pride-Team has worked intensively on an attractive tourism strategy to increase the LGBTIQ traffic to Luxembourg. We are constantly looking for partners for joined ventures, shared projects who equally support the promotion of a high quality festival and experience which meet the expectations of all our visitors. Coming to Luxembourg should be attractive for the country's cultural and social abundance. A stay in our beloved country should be exciting and entertaining!

In order to partner lastingly with the "Mouvement écologique", raise our efficiency and sustainability and decrease the festival's impact and apply for the „green event“ label certification, we rigorously improved the sustainability concept of the upcoming festival by introducing the reusable cup system and install recycling amenities, to give only a few examples of our latest efforts.

AS PART OF  
**EE2**  
ESCH-SUR-ALZETTE  
EUROPEAN CAPITAL  
OF CULTURE







Chambre des députés during Pride Week 2018 & 2019

## THE LUXEMBOURG PRIDE WEEK AND STREET FESTIVAL

The Luxembourg Pride is an open event, primarily organized by and also for the LGBTIQ community itself as well as allies and supporters. Every year, we are pleased to welcome people from all ages, shapes and sizes, from all over the Greater Region and beyond. The Luxembourg Pride offers a platform to demonstrate many different aspects of the LGBTIQ community.

### Commemoration Ceremony

LGBTIQ+ people have been marginalized for centuries and are often still a victim to social hate and crimes. We want to honour those people who weren't as fortunate as we are and show them our respect for the path that they freed for us.

### Queer Movie Night

Not your typical movie night, full with musical intervals and action on stage. A true spectacle!

### Diva Storytelling

Our beloved Séraphine Mirage has a whole closet full of LGBTIQ-themed books and famous stories with a queer twist. A cosy setting that will immerse everyone in a unique experience. Open for all people and all languages.

### Panel Discussion

Each year we choose an actual topic related to the LGBTIQ community and we invite several key speakers to sit around the table and discuss the matter at hand. A excellent opportunity to speak your mind and learn something new.

### Pride Party

Our official Luxembourg Pride party to kick off an exciting weekend. We're going all-out in our decorations and offer never seen before food and drinks. It's time to celebrate!

### Luxembourg Pride Street Festival

We gather and march together in our Equality March, open for all to participate and rejoice!

Our Street Festival offers a wide variety of informational stands, recreational activities, delicious food, funky beverages, a complete program on stage with numerous acts. On Sunday, we slow down a bit and relax after an intense week. A lovely brunch and a more chilled atmosphere. Perfect for families who also want to experience the Pride celebration in a more quiet setting.







# WE NEED YOU!

## HOW YOU CAN SUPPORT US

### PRIDE BUDGET

As Luxembourg Pride, we want to adhere to our *PRIDE*-principals. This means offering an entertaining, diverse and empowering program both on and next to the stage, that appeals to a wide variety of people. Hence we are a music festival with a queer thematic, most of the foreseen budget goes to the artists and acts on stage, stage technics and the required range of stage logistics (including sound and light equipment). Moreover, the mountings of the festival area as a such take a large part of the budget. The 2020 Luxembourg Pride edition has given the excellent opportunity to gain new insights to prepare ourselves for Esch 2022.

#### To illustrate the growth of the Luxembourg Pride:

- 2017 = 15 000 EUR Budget
- 2018 = 20 000 EUR Budget
- 2019 = 70 000 EUR Budget
- 2020 = 35 000 EUR Budget<sup>1</sup>

#### Detailed Budget 2019:

- Artists = 15 000 EUR
- Festival constructions 14 900 EUR
- Sales (food, drinks, gadgets) = 13 500 EUR
- Publicity = 7 600 EUR
- Stage, sound and light systems = 7 000 EUR
- Security & Hygiene facilities = 4 500 EUR
- Side Events = 3 000 EUR
- Administrative works = 1 500 EUR
- Total = 66 500 EUR

To further establish ourselves as the biggest and greatest LGBTIQ-event in the greater region, the Luxembourg Pride is in need of more funding. Sponsorship and governmental aid make the core of the support and are essential to help us carry our message of equality to the Grand-Duchy of Luxemburg, the greater region and far beyond. All businesses, big and small, play a vital role in this growth.

### COMMUNICATION STRATEGIES

Regarding our *PRIDE*-values, it is essential to communicate and promote our event on local and international level. Since the Luxembourg Pride is an event open to everyone, we try to keep our communication as broad as possible, although we also target several sub-communities directly. Pride is only 1 event during the year, but it is important that this message carries over to other events and helps the LGBTIQ community on local and international level.

#### Our communication channels:

- Facebook
  - *Social Media posts (written posts, photos and videos)*
  - *Paid Campaigns*
  - *Stories*
- Instagram
  - *Social Media posts (photos and videos)*
  - *Paid Campaigns*
  - *Stories*
- Dating applications
- Radio Commercial
- Tourism Campaigns
- Physical advertising
  - *Pride Guide*
  - *Banners*
  - *Info Tower/Cube*
- Presence on other LGBTIQ events
  - *Brussels Pride*
  - *Metz Pride*
  - *Cologne Pride*
- After Movie
- Official Luxembourg Pride bracelet

<sup>1</sup> The decrease in budget is related to the current SARS-COV-2 pandemic and this trend can be observed in all event organizers' budgets.





Supporting the Luxembourg Pride can be achieved in many different ways. We also encourage own events and/or visibility and awareness campaigns. The Luxembourg Pride is a loyal partner that is always open for discussion and available to take things to the next level.

A Pride is and will always be a cultural event with the goal to increase the visibility and promote all aspects of the LGBTIQ community. Paintings, music, poetry, dance, drag, ... ; they all have a strong socio-cultural and political message behind.

A Patronage can be done by any individual or organization, with a minimal donation of 120 EUR or a maximum of 20% of income/1 000 000 EUR. Every Patron will receive an original certificate

The Luxembourg Pride is what it is today thanks to multiple, often smaller, businesses. From bars and hotels, to TV/radio and other organizations; the Luxembourg Pride always welcomes old and new partners to help to elevate our event to new heights.

For all commercial purposes, we offer sponsoring packages to provide your company with a unique Pride experience and a chance to bond with our audience. Queer people and allies make up a significant portion of our Modern Society. Many individuals are looking for openminded companies who support individuality. It is a distinctive opportunity to learn more about the LGBTIQ community, to improve upon internal discussions and enhance your image.

Your logo at our website ( <a href="http://www.luxembourgpride.lu">www.luxembourgpride.lu</a> )
Your logo in our Pride Guide (5000 pieces)
Your logo on all our printed media (posters, flyers, brochures, rollups)
Your advertisement in our Pride Guide (about 5000 copies)
Display of roll-up(s) of your organization during the week-long expositions
Display of your banners on the Pride Show location
Entries to the VIP Area during the Pride Show
VIP Package, including our official Pride T-Shirt
Post on our social media channels to promote your organization
Mentioning on the radio commercial as well as on the stage during all events
An advertisement in our Pride newsletter & the newsletter of Rosa Lëtzebuerg asbl
Naming rights on social media (" <i>Official Head- / Co-Headsponsor of the Luxembourg Pride</i> ")
Your logo on the 2 lateral banners on the right and left side of the main stage (Side Wings)
Your logo on the top banner on the main stage
Your logo on our volunteer T-Shirts
Interview-Slot on the main stage
Other advantages can be discussed according to your companies' needs

300€	•											WEB SPONSOR
500€	•	2									•	OPENER PACKAGE
1.500€	•	1	2	2	1	• <sup>1</sup>					•	TRADITIONAL SPONSOR
4.000€	•	10	10	2	•	•	•	1	•	•	•	CO-HEADSPONSOR
6.000€	•	15	15	5	•	•	•	2	•	•	•	HEADSPONSOR

## HEAD SPONSOR

Are you interested in our all-inclusive Head sponsor Package? Wow, that is absolutely FA-BU-LOUS! With this package, you will be visible anywhere the LUXEMBOURG PRIDE goes, and you'll have exclusive access to all of our events. You will also benefit from all of the offered advantages as advertising opportunities.

The event would be named accordingly:

**LUXEMBOURG PRIDE**  
*proudly present by [COMPANY NAME]*

The Head Sponsor Package includes:

- The mentioning in all our radio advertisements and on stage during the entire event
- Your logo on the 2 lateral side-wing banners,
- 5 banners with your logo in the Esch-sur-Alzette hopping mile in
- Your logo on all printed media and on the Pride website
- A complete page in our official Pride-guide
- 5 of your banners around the entire Pride Show location,
- 10 free entries and reserved VIP seats during the Pride Show
- 10 VIP packages including our official LUXEMBOURG PRIDE t-shirts,
- 2 of your roll-ups during the weeklong exhibition,
- Up to 5 posts on all our social media channels,
- Interview-Slot on the main stage,
- An advertisement in our newsletter,
- Naming rights on social media,
- The logo of your organization on our volunteer T-shirt
- Possibility to discuss other advantages according to your company's needs

Starting from **6.000€**

## CO-HEAD SPONSOR

So you are interested in our comprehensive Co-head sponsor package? Excellent news! We offer many advantages for you on the LUXEMBOURG PRIDE.

The Co-head Sponsor Package includes:

- The mentioning in radio advertisements and on stage during the entire event
- Your logo on the 2 lateral side-wing banners,
- Your logo on printed media and on the Pride website,
- A half page sized advertisement in our official PRIDE guide,
- 2 of your banners during the entire Pride Show,
- 1 of your roll-ups during the week-long exhibition,
- 5 free entries and reserved VIP seats during the Pride Show
- 5 VIP packages, including our official LUXEMBOURG PRIDE T-shirt,
- Up to 2 posts on our social media to promote your organization,
- An advertisement in our newsletter,
- Naming rights on social media.
- Other advantages can be discussed according to your company's needs

Starting from **4.000€**

You can  
find the  
right o  
Custom  
it!





## TRADITIONAL SPONSOR

Have you chosen for our all-rounded Traditional Sponsor Package? We deeply appreciate your enthusiasm! We offer you a great selection of advantages on the LUXEMBOURG PRIDE.

The Traditional Sponsor Package includes:

- Your logo on all printed media and on the Pride website,
- A quarter page size advertisement in our official Pride-guide,
- 1 of your banners on the Pride Show location,
- 2 free entries and reserved VIP seats during the Pride Show
- 2 VIP packages including our official PRIDE T-shirts,
- 1 post on our social media to promote your organization.

Starting from **1.500€**

As not every company has the same needs - let us know your suggestions and your ideas on how to support us - they are very welcome!  
Get in touch with us:  
[sponsoring@luxembourgpride.lu](mailto:sponsoring@luxembourgpride.lu)

## OPENER PACKAGE

Do you want our Opener Package? Great! We offer you some advantages on the LUXEMBOURG PRIDE.

The Opener Package includes:

- Your logo in our brochure and on the Pride website,
- 2 free entries and reserved VIP seats during the Pride Show
- 2 official PRIDE T-shirts.

Starting from **500€**

## WEB SPONSOR

You prefer our Web Sponsor Package? Nice! We are pleased to mention you as a sponsor on the LUXEMBOURG PRIDE website.

The Web Sponsor Package includes:

- Your organization's logo in our brochures and on the Pride website.

Starting from **300€**

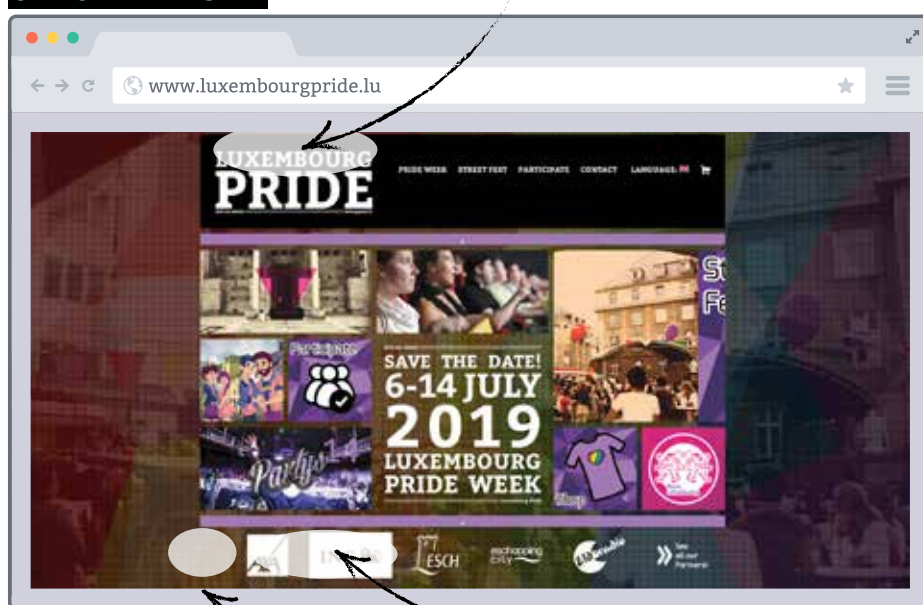
# EXAMPLES OF ADVERTISING

Only thanks to the support of our partners and sponsors, it is possible to design high quality advertisement for the LUXEMBOURG PRIDE Week.

As you can already see from the individual sponsorship packages, we use a wide selection of traditional and digital media. This ranges from flyers, posters and our Pride Guide to advertising in digital media.

On this page you will find some examples of how our sponsors were visible to our visitors.

## OFFICIAL WEBSITE



Head Sponsor

Co-Head Sponsor

Head Sponsor

## STAGE



Head Sponsor

Co-Head Sponsor

**Head Sponsor:**  
5 banners at the  
Pride Show location

**Co-Head Sponsor:**  
2 banners at the  
Pride Show location



## PRINTS



Head Sponsor

Co-Head Sponsor

Traditional Sponsor

## Pride Volunteers T-Shirts



Head Sponsor

## Official Pride Wristband

Head Sponsor



Head Sponsor



2019 Poster

Traditional Sponsor

Co-Head Sponsor









*See you at the Pride!*

////////////////////  
**SAVE THE DATE:**

**3-11 JULY**

**2 0 2 1**

**LUXEMBOURG**

**PRIDE WEEK**  
////////////////////////////////////

**STREET FEST: 10 & 11 JULY**

## **CONTACTS**

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c/o Luxembourg Pride

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info@luxembourgpride.lu



www.luxembourgpride.lu



@LuxembourgPride



/LuxembourgPride



@luxembourgpride

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