

VICTORIAN
PRIDE
CENTRE



OPEN HEARTS MINDS DOORS

**Partner with the
Victorian Pride Centre**

The **Victorian Pride Centre (VPC)** is an award-winning purpose-built space that fosters social, cultural, and communal connections within the diverse and vibrant LGBTIQ+ communities



VPC is dedicated to establishing and maintaining sustainable, affordable, and enduring inclusive environments for essential LGBTIQ+ individuals, communities, organisations, and groups.



Why partner with the Victorian Pride Centre?

To sustain ongoing support and facilitate year-round activities and events at the Pride Centre, we seek collaborative partnerships, sponsorships, and grants from the commercial, governmental, and nonprofit sectors that align closely with our values and mission.

Maximise your community return on your investment

We are dedicated to forging partnerships that enables our partners to distinguish themselves while actively engaging with and enriching the Victorian Pride Centre, its events, open spaces, resident organisations, and communities.

We understand the importance of selecting the right partners and the necessity of achieving tangible results from your investments.

Our commitment is to collaborate closely with you to fulfil the specific needs and partnership goals of your organisation.

These objectives serve as a blueprint, outlining your desired outcomes and the criteria for measuring success, this may include:

- **Enhancing brand visibility and reach.**
- **Building greater trust and loyalty towards your brand.**
- **Generating secondary benefits such as customer referrals or increased sales volume.**

2.3 x PROFIT

2024* reports show there's a strong connection between financial performance and company LGBTIQ+ connection and transparency. The Companies with the top 25 LGBTIQ+ Transparency Scores are 2.3 times more profitable.

*2024 report Open For Business - source at open-for-business.org

\$10 BILLION

Australian LGBTIQ+ households control an estimated annual disposal income of \$10 billion.

*The A to Z of the Pink Dollar, The Age

2,860,000

of Australians are LGBTIQ+

*approx. 11% of the Australian Population

Our Partnership Options

Each opportunity at the Victorian Pride Centre is flexible and tailored to accommodate your investment and desired outcomes.

We collaborate with each organisation individually to craft a mutually advantageous agreement that ultimately benefits our communities.

	<i>Details</i>	<i>Investment</i>
Become a Sponsor	Sponsor exciting events and programs at the Victorian Pride Centre year-round.	Entry at \$10k (per event / activation). Entry at \$15k for events/activations during Summer and Pride Month (June). Negotiable based on activation.
Become a Partner	Partner with us at the Victorian Pride Centre for a 3 year term as a Principal, Major or Official Partner. Each Partnership is unique in it's benefits.	Principal Partner - \$100k p.a. Major Partner - \$60k p.a. Official Partner - \$40k p.a.
Pro Bono and Media Partners	Partnerships are available for companies who can offer the Pride Centre substantial pro bono assistance.	Partners can offer a combination of pro bono and cash contributions.
Naming Rights	Corporate sponsors, as well as community individuals and groups, can support a communal space within the Pride Centre.	Minimum 3-year commitment starting at \$8k - 14 naming opportunities





3,766

Attendees at Midsumma Festival

74



Fringe, Midsumma and Pride Month events presented at the VPC in 2022-2023



VICTORIAN PRIDE CENTRE

Year in Review

40K +

Visitors to the centre
(Resident organisation staff, volunteers and guests)



12



Number of Sunday Sizzles



70

Number of active Concierge and Event volunteers

8



Number of exhibitions



11k

followers



10.9k

followers



3.5k

followers
75% increase from FY 21-22



7.5k

Rainbow Rd Subscribers



123

Number of public and private tours

777



Total events throughout the year



\$23k

Free booking venue credits to our resident organisations

LET'S DO THIS!



For further information, please chat with our team at comms@pridecentre.org.au or call us on (03) 7035 3592.



Visit Us

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