

PRIDE HOUSE



Pride House Rio

a place to celebrate diversity

during the Olympic Games

in Rio de Janeiro

Executive Project



PRIDE HOUSE RIO

For a world without prejudice

The inclusion of the population of lesbian, gay, bisexual, transgender and "queers" in our communities has grown significantly over the past decades. However the world of sport continues to be unwelcoming and a scary place for many, especially the young. Global studies show that sports practice sites are often highly discriminatory local, which favors that many young people drop out of sports and recreational practice. No need to be LGBTQ to understand this challenge and see that many men were pushed out of sport and recreation because they do not fit the pattern that society imposes masculinity. Just as many women are targets of insults and accusations about his life, his identity and femininity.

We believe that sport and leisure spaces can become inclusive for all, regardless of sexual orientation or gender identity. The CDG Brazil to seven years working to promote equality in sport and now, after a great experience lived in Pride House Toronto for the Pan American Games in 2015 works to deliver a warm, stimulating space for the LGBTQ community of Rio de

Janeiro, the Brazil and the world, as well as to our allies and all the visitors who will be in the city during the Olympic Games in 2016, making them aware of issues that LGBTQ people around the world face in sport and other spheres of society.

We are proud to be part of this incredible project, leaving a legacy that will not only be enjoyed by Rio de Janeiro, but for other Olympic venues as Pyeongchang in 2018 and Tokyo in 2020 and where more future determine.

We want a more inclusive world, where regardless of their sexual orientation, gender identity, race, religion, ability, physical ability everyone can play sports and have fun without suffering any prejudice or discrimination. We invite everyone to join this project and be proud of who you are, joining forces and promoting love. Live this passion. For the Pride House Rio is for everyone!

Pride House Rio

Leadership Team

DIVERSITY

A safe place to celebrate

Modeled after a traditional Olympic hospitality house, Pride House is a space welcoming Lesbian, Gay, Bisexual, Transgender, Intersex, Queer, and "Other" (LGBTIQ+) athletes, fans, and their allies during large-scale international sporting events. Typically, they are welcoming places to view the competitions, experience the event with others, learn about LGBTIQ+ sport and homophobia in sport, and build a relationship with mainstream sport.



The first Pride House was organized for the 2010 Winter Olympics in Vancouver and Whistler. The concept proved so powerful that subsequent Pride Houses have been organised in Warsaw (UEFA Euro Cup Football 2012), London (2012 Olympics), Glasgow (2014 Commonwealth Games), Vancouver (2015 FIFA Women's World Cup), and most recently, and successfully, in Toronto (2015 Pan American Games). Upcoming Pride Houses are expected to take place in Paris at the 2016 European Football Championships, in Rio de Janeiro at the 2016 Summer Olympic and Paralympic Games, and in Seoul for the 2018 Winter Olympic and Paralympic Games.

In Brazil, the entity responsible for organizing the Pride House during the Olympic Games in Rio is Comitê Desportivo LGBT Brasileiro (CDG Brasil), the official LGBT sports committee of Brazil.

OUR TEAM

Official Brazilian LGBT Sports Committee

CDG Brazil is a nonprofit organisation with the objective of using sport to promote the human rights of LGBTQ people (Lesbian, Gay, Bisexual and Transsexual, Transgender, and Queer).

CDG Brazil was founded in July 2008 in São Paulo / SP, in response to the need in Brazil for an entity to organize sports, leisure and recreation events directed at LGBTQ and ally communities, promoting citizenship and inclusion, and removing prejudice in sport due to sexual orientation or gender identity.

Among the events held to date, the most notable have been: International Volleyball Tournament in São Paulo in 2009, the Diversity Games from 2009 to 2014, Project "Living Diversity" for LGBT Youth with support from the Canadian Embassy in Brazil, among others. CDG Brasil was also represented by its president Eric dos Santos in the 2nd National Conference on LGBT held in Brasilia in 2011 by the Special Secretariat for Human Rights assisting as an expert on the topic of sports and as a speaker at the Conference of World Outgames 2013.

The Committee is affiliated to the Federation of Gay Games (FGG) and the Gay & Lesbian Sports Association (GLISA): the largest and most important international LGBT sports organizations.



PREVIOUS EDITIONS INCLUDE:



Next Edition:



10 GOALS

Endless legacy for Brazil and the World

- 1 Ensure that the Olympic and Paralympic Games RIO 2016 are the most "LGBTQ inclusive" mainstream multi-sport event in history.
- 2 Create a safe and welcoming space for all participants of the Games, including athletes, coaches, delegations and visitors from around the world.
- 3 Create safe and welcoming spaces for LGBT events and celebrations in the run-up to and during the games for visitors, local LGBT communities and our allies.
- 4 Honor and celebrate LGBTQ athletes and promote LGBT inclusion in sport in elite, amateur, educational levels and recreational and community.
- 5 Promote the human rights of LGBT actions worldwide.
- 6 Raise awareness about issues related to homophobia, biphobia and transphobia in sport among the local and international public.
- 7 Create a legacy of "Community Games", including the legacy of a stronger LGBTQ community and greater inclusion in sport at all levels.
- 8 Promote equality between all people, regardless of their sexual-orientation, gender-identity, ability/disability, race, ethnicity, religion/belief, age or gender.
- 9 Confront "bullying" and any other form of prejudice in sports either by spectators or athletes, and that is reflected throughout society during and after the Rio 2016 Olympic and Paralympic Games.
- 10 Encourage environmental sustainability, promoting selective waste collection actions of all materials used before, during and after the Pride House River and encouraging the recycling of disposable materials, including selecting partners and suppliers prezen by respect for the environment.

PRIDE HOUSE RIO

August 05 to August 21, 2016



PAVILLION PRIDE HOUSE RIO

SPORT AND RECREATION ZONE

CULTURE ZONE

CELEBRATION ZONE

HUMAN RIGHTS ZONE

GUIDELINES AREA TRAVEL LGBT

AN INCLUSIVE SPACE

Safe and welcoming to all

"As an out athlete, I think it's very important for athletes who aren't necessarily out or who are struggling to have a place where they feel safe and to perform at their best,"

Erin McLeod , Pride House Toronto Ambassador

The Pride House Pavilion will be the main site of Pride House Rio. It will be a dedicated space for LGBTQ people, without excluding anyone, to gather, celebrate, learn and grow together. The Pavilion will operate for the duration of the games, open to the public seven days a week.

A center of welcome and information

Prepared to operate throughout the duration of the Olympic Games in August 2016, the Pride House Pavilion will be a starting point for the media, volunteers, partners and supporters of the Pride House of Rio. The site offers a wide range of information and services visitors and guests, including information on sights and insurance establishments for the LGBTQ population, a dedicated space for media interviews, wi-fi, and a volunteer space Pride House and the Olympic Games to check in and rest before and after their shift.

Lounge

A Lounge will be created to receive social nature of events and "cocktails" to sponsors, partners, athletes and community, while you can meet people from different nationalities and increase cultural exchanges throughout the week that the game takes place. These events will be accompanied by short talks on topics relevant to the whole society, we talk shows, celebration of interests and achievements with athletes participating in the games that will visit the pavilion among other actions. The Lounge will have a bar, a small stage and television with broadcasts of the games.

VARIED ACTIVITIES

Far beyond the Olympics

Daily schedule

The daily schedule is set with the support of entities partnerships through our program of Community Initiatives. It aims to involve community groups, public and private entities to involve the whole community and thus provide specific schedules throughout the day on the premises of Pride House Pavilion, thus ensuring greater participation and its occupation full time.

Live broadcast

Games broadcast will be carried out through television sets scattered strategic areas, with varied programming and contributing to meet the largest number of people of diverse tastes and nationalities.

Coffee and conversation wheel

Café series and talks will be held every day during the morning or approximate time for lunch and involve our community in critical dialogues with issues involving discrimination in sport in the entire world society.

the difficulties and confrontations in local communities will be discussed, as is the exchange of experiences and successes that have occurred in the past, the current and future editions of Pride House.

Culture and artistic interventions

Pride House Rio will have a very heated cultural programming. A photographic exhibition of 40 LGBT athletes who took her sex and a multimedia exhibition videos are expected to be presented during the hours of the pavilion.

Five films ranging from comedies, dramas and documentaries with themes related to prejudice in sports will be displayed. dance performances and performances by drag queens, drag queens and musical culture will lead to the artists of Rio de Janeiro and Brazil to the world.

INTEGRATED AREAS

Bringing fun and information

Tourist and LGBT rights

Brazilian and foreign tourists who are visiting Rio de Janeiro will receive free guidance on friendly local public LGBTQ. From bars and clubs to restaurants and hotels. A guide will be specially developed to be made available to all who want more information on what to do during the games in addition to sports competitions and programming of Pride House.

The pavilion will serve as a space to search for information about the anti-discrimination laws in the city of Rio de Janeiro, rights of LGBTQ people and where to make complaints against homophobia and discrimination, promoting an alert and leaving the safest tourists during their stay in Rio .

Human Rights

During the Pride House River provide programs for human rights will be held. Lectures and debates involving human rights activists sectors of organized society will be involved in bringing the whole community affairs discussions aimed at dialogue throughout society and make these dialogues a channel of ideas, alternatives and solutions to confront the homophobia in Brazil and world.

Pride House CELEBRATION

The "Celebration" is an outdoor space that will be held on weekends, designed to receive and welcome people in various interactive activities, taking actions and emotions of Pride House beyond the physical pavilion point. It is a place to celebrate, play, play and celebrate.

Transmissions of live games and the opening and closing ceremonies will be held on giant screens, performances of LGBTQ artists, drag queens and deejays will provide the public an opportunity to engage in fun, cultural and artistic events.

With an area for the practice of sports activities on Saturdays and Sundays, Celebration area will feature sports activities outdoors and inclusive to all, regardless of their physical condition or ability. It is an opportunity for everyone to practice physical activities without exclusion and with much joy and fun. Volleyball, Soccer, Basketball, Tennis, Badminton, Running, Dance, Gymnastics, and also a trial to Paralympic sports with their appropriate adaptations and other recreational activities will be available to all in a secure space in the street and on the beachfront.

AMBASSADORS

The LGBTQH representatives in PH

Since the movement's beginning in 2010, Pride Houses have often appointed ambassadors. Whether they be Olympians or Olympic hopefuls, professionals or amateurs; Pride House ambassadors are inspiring individuals who champion LGBT inclusion in sport, representing their nations, and promoting the power of unity that sport provides.

For Pride House Rio we'll be inviting and appointing five official ambassadors each representing different segments of LGBT communities (one gay man, one lesbian, one bisexual, one transgender, and a heterosexual "ally" ambassador to promote integration and equality of all to a more egalitarian society.



Rugby World Champion Ben Cohen
ambassador for Pride House London 2012



Olympic medalist Footballer Erin McLeod
ambassador Pride House Toronto 2015



Annex 01-Schedule of Activities

DESCRIPTION / ACTIVITE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
Elaboration of the executive project										
Sponsorships capture										
Definition of cultural programming										
Definition of sports and recreational programming										
Definition of human rights programming										
Creation of visual identity										
Disclosure										
Operating Volunteer Recruitment										
Volunteer recruitment - organization										
Launch of Website										
Definition of physical space										
Definition of areas of external activities										
Definition of areas of complementary activities										
Request for public spaces use licenses										
Definition of ambassadors athletes										
National partnerships training										
Formation of international partnerships										
Definition of international speakers										
Celebration of the terms of engagement with partners										
Definition of operational positions										
Purchasing and procurement services										
Invitations and contacts with the press										
Event - Test										
Press conference										
Opening and operation of Pride House										
Final report										
Accountability										

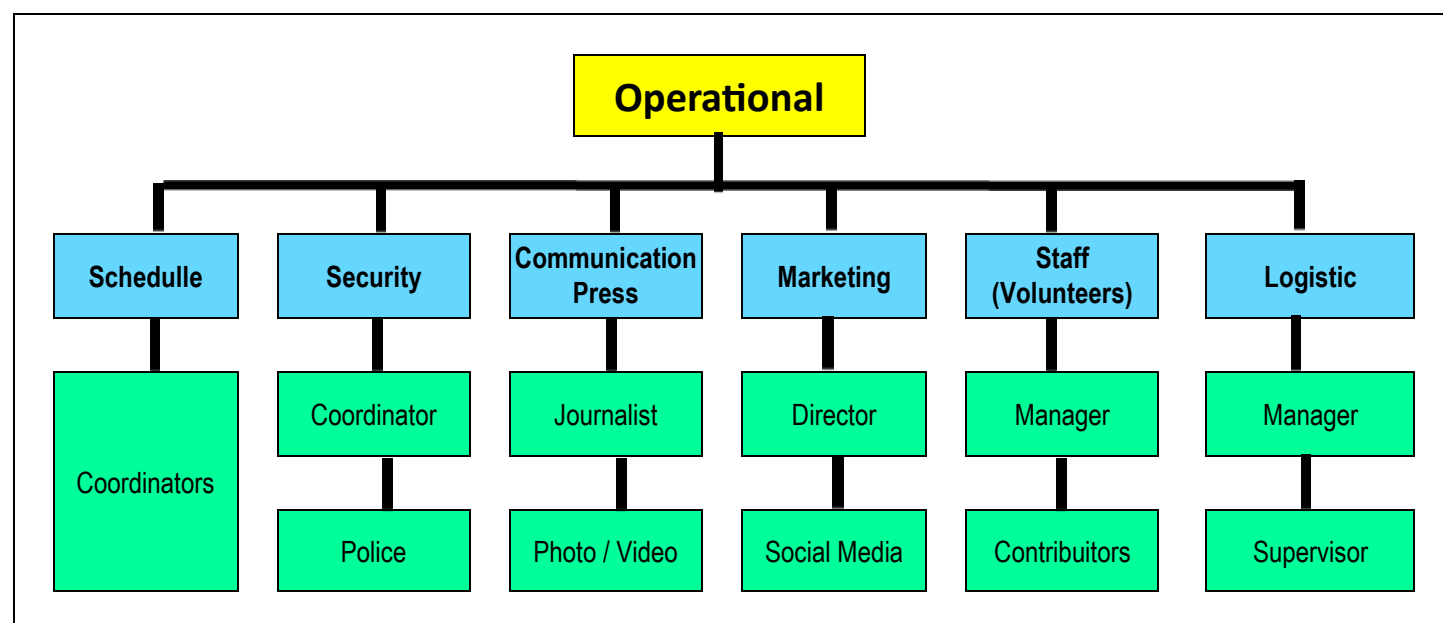
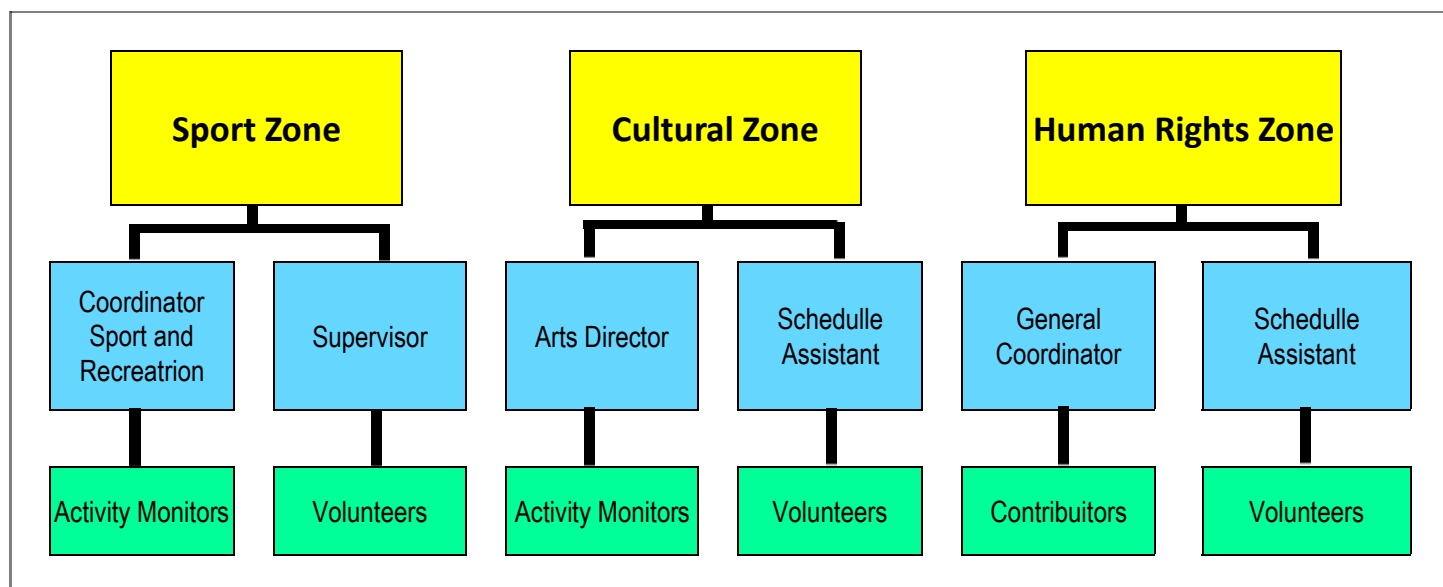
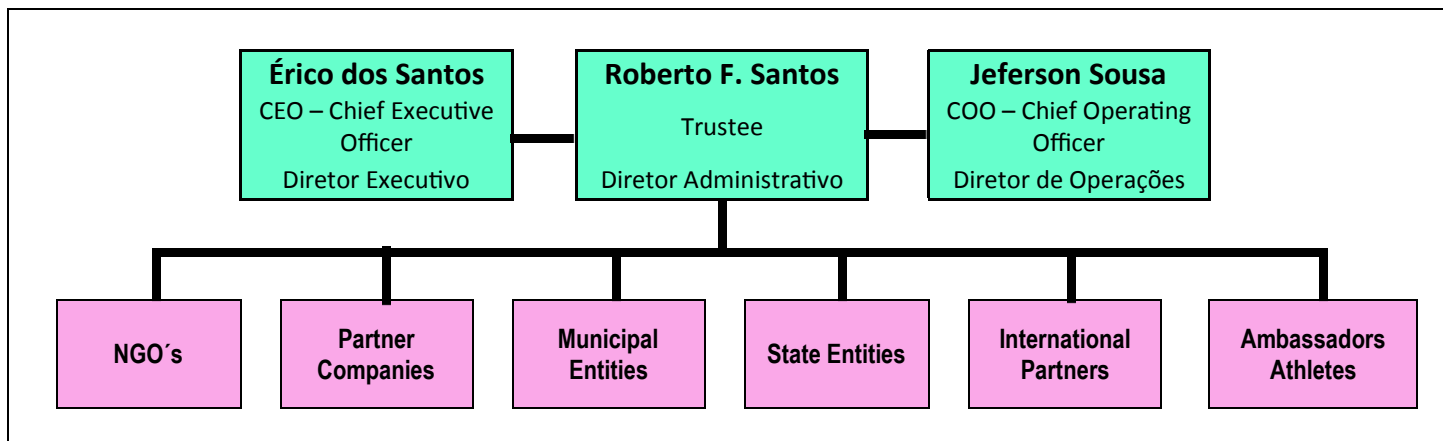
Annex 02 - Calendar Pride House Rio

DIA	Segunda Feira 1 de Agosto		Terça Feira 2 de Agosto		Quarta Feira 3 de Agosto		Quinta Feira 4 de Agosto					
Hora	Pavilhão		Pavilhão		Pavilhão		Pavilhão					
10:00	MONTAGEM		MONTAGEM		MONTAGEM		Coletiva de Imprensa					
11:00												
12:00												
13:00												
14:00												
15:00												
16:00												
17:00												
18:00												
19:00												
20:00							Evento de Inauguração - Cocktail para convidados e imprensa					
21:00												
22:00												
DIA	Sexta Feira 05 de Agosto		sábado 6 de Agosto		domingo 7 de Agosto		segunda feira 8 de Agosto					
Hora	Pavilhão	Outra Sede	Pavilhão	Outra Sede	Pavilhão	Outra Sede	Pavilhão	Outra Sede				
10:00												
11:00												
12:00												
13:00												
14:00	Exposições Lounge Trans- missões		Exposições Lounge Trans- missões	Área Celebra- tion - ativida- des na orla da praia	Exposições Lounge Trans- missões	Área Celebra- tion - ativida- des na orla da praia e na rua	Exposições Lounge Trans- missões					
15:00												
16:00												
17:00												
18:00	Área Celebra- tion - Transmis- são da cerimô- nia de abertura										Palestras	Exibição de filmes
19:00											Talk Show	
20:00												
21:00												
22:00							Lounge - Trans- missões					
DIA	terça feira 9 de Agosto		quarta feira 10 de Agosto		quinta feira 11 de Agosto		Sexta Feira 12 de Agosto					
Hora	Pavilhão	Outra Sede	Pavilhão	Outra Sede	Pavilhão	Outra Sede	Pavilhão	Outra Sede				
10:00												
11:00												
12:00												
13:00												
14:00	Exposições Lounge Trans- missões		Exposições Lounge Trans- missões		Exposições Lounge Trans- missões		Exposições Lounge Trans- missões					
15:00												
16:00												
17:00	Exibição de filmes								Exibição de filmes		Exibição de filmes	
18:00	Palestras		Palestras		Palestras		Palestras					
19:00	Talk Show		Talk Show		Talk Show		Talk Show					
20:00	Lounge - Trans- missões		Lounge - Trans- missões		Lounge - Trans- missões		Lounge - Trans- missões					
21:00												
22:00												

Annex 02 - Calendar Pride House Rio

DIA	sábado 13 de Agosto		domingo 14 de Agosto		segunda feira 15 de Agosto		terça feira 16 de Agosto		
Hora	Pavilhão	Outra Sede	Pavilhão	Outra Sede	Pavilhão	Outra Sede	Pavilhão	Outra Sede	
10:00		Área Celebra- tion - ativida- des na orla da praia		Área Celebra- tion - ativida- des na orla da praia e na rua					
11:00									
12:00					Exposições Lounge Trans- missões		Exposições Lounge Trans- missões		
13:00									
14:00	Exposições Lounge Trans- missões		Exposições Lounge Trans- missões						
15:00									
16:00									
17:00						Exibição de	Exibição de filmes		
18:00						Palestras			
19:00						Talk Show	Talk Show		
20:00									
21:00							Lounge - Trans- missões		Lounge - Trans- missões
22:00									
DIA	quarta feira 17 de Agosto		quinta feira 18 de Agosto		Sexta Feira 19 de Agosto		sábado 20 de Agosto		
Hora	Pavilhão	Outra Sede	Pavilhão	Outra Sede	Pavilhão	Outra Sede	Pavilhão	Outra Sede	
10:00								Área Celebra- tion - ativida- des na orla da praia	
11:00									
12:00	Exposições Lounge Trans- missões		Exposições Lounge Trans- missões		Exposições Lounge Trans- missões				
13:00									
14:00									
15:00									
16:00									
17:00				Exibição de filmes			Exibição de filmes		
18:00	Palestras		Palestras		Palestras				
19:00	Talk Show		Talk Show		Talk Show				
20:00									
21:00	Lounge - Trans- missões		Lounge - Trans- missões		Lounge - Trans- missões				
22:00									
DIA	domingo 21 de Agosto		segunda feira 22 de Agosto		terça feira 23 de Agosto		quarta feira 24 de Agosto		
Hora	Pavilhão	Outra Sede	Pavilhão		Pavilhão		Pavilhão		
10:00			DESMONTAGEM		DESMONTAGEM		DESMONTAGEM		
11:00									
12:00									
13:00									
14:00	Lounge - Trans- missão da Ceri- mônia de Encer- ramento dos Jogos	Área Celebra- tion - Transmis- são da Cerimô- nia de Encerra- mento dos Jogos							
15:00									
16:00									
17:00									
18:00									
19:00									
20:00									
21:00									
22:00									

Anexx 03 — Organogram



LIVE YOUR PRIDE

Joining forces in one team

Pride House Rio is a coalition of organizations and hundreds of volunteers dedicated to promoting LGBTQ rights and inclusion in sport. We are working to make the 2016 Olympic Games the multisport games more inclusive history.

Parties and celebrations to conferences and lectures, we will be the connection of this engaging and exciting energy to the communities of lesbian, gay, bisexual, transgender and "queers" in Brazil and the world.





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