

**PRIDE  
HOUSE**



## **PrideHouse Rio**

**a place to celebrate diversity**

**in the Olympic Games Rio 2016**



*Embracing diversity and inclusion promotes health, well-being and joy amongst diverse communities.*

*Pride House Rio is a space for Sport, Fitness, wellness and Celebration during the Rio 2016 Olympic and Paralympic Games.*

# PRIDE HOUSE

## 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.

# CDG BRASIL

## Official Brazilian LGBT Sports Committee

CDG Brazil is a nonprofit with objective of using sport to promote 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 their Brazil for an entity to organize, leisure and recreation directed at LGBTQ and ally communities, citizenship and inclusion, and removing in sport due to sexual orientation or gender identity.

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

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



Volleyball team in Diversity Games 2009 in São Paulo



Athletes swimming in Diversity 2011 Games in São Paulo



Diversity Games Virada Esportiva São Paulo in 2013

# PREVIOUS EDITIONS INCLUDE:



# NEXT EDITION





# **PRIDE HOUSE RIO**

**August 05 to August 21, 2016**

**SPORT AND RECREATION ZONE**

**HUMAN RIGHTS ZONE**

**CULTURE ZONE**

**CELEBRATION ZONE**

**CHILD AREA (PRIDE HOUSE KIDS)**

**GUIDELINES AREA TRAVEL LGBT**

## SPORT AND RECREATION

Pride House Rio's programming will include a range of recreational sport activities. The focus here is on participation, accessibility and fun. Volleyball, Basketball, Football and other Olympic and Paralympic modalities, as well as outdoor fitness classes, dance classes and stretching sessions

## CULTURE

Exhibitions with photographs and biographies of openly gay athletes from around the world, musical acts and talk shows during programming of Pride House will be interspersed between the sports.

There will also be a video exhibition which features individuals from around the world sharing their experiences and expectations as LGBT people in their own nations.

## PRIDE HOUSE KIDS

Will be a space for teaching and learning about respect for human diversity. Activities such as visual arts and drawings will be on offer for young people with the participation of their families. The children's work will be exhibited in an attached tent sharing the vision of these children on the theme of respect for all people.

## HUMAN RIGHTS

There will be lectures and discussions involving athletes and experts on the subject of homophobia, biphobia and transphobia in Sport and other areas of society. There will also be a spotlight on various campaigns for LGBT rights, mainly focused on issues related to the Olympic and Paralympic Games for both Brazilian citizens and for international tourists who are visiting Rio because of the Games.

## CELEBRATION

The Pavilion will be specially designed to receive people during the Olympic Games, and there will be live broadcasting of the Olympics on three large-screen televisions in the main hall for weekday events, as well as, an LED screen for outdoor use on the weekends. Celebration will also include some entertainment.

## TOURIST INFORMATION

A space for all visitors to find out more about Rio's top attractions, get ideas of places to visit or things to do, as well as other LGBT+ events happening around town. This space has a partnership with ABRAT GLS, the Associação Brasileira de turismo para gays, lésbicas e simpatizantes (Brazilian Tourism Association for Gays, Lesbians and Supporters).

The Pride House Rio Pavilion will be endowed with an infrastructure

Input lounge to consist of:

- Space for cultural and audiovisual exhibitions;
- Area reserved for administration;
- Sponsor exhibition and marketing area ;
- Area reserved for Central Tourist Information;
- Toilets

Celebration lounge to consist of:

- Olympics broadcast area three large screen televisions ;
- Stage for performances;
- Lounge for holding cocktail, lectures, talks and breaks; Counter with bar to meet guests;
- Sofas and benches for meetings and gatherings

# DAILY SCHEDULE

## WEEKDAYS

The Pride House Pavilion will operate daily from 02pm to 10pm .

### PAVILION PRIDE HOUSE:

#### HALL - Lounge

02pm: Start of broadcasts of the Games on TV

06pm: Opening of the program (Cocktails, Address or cultural activity)

6:45pm: Talk Show interviews with LGBT personalities or athletes

7:30pm: Olympic broadcasts continue

#### HALL - HALL HOME

02pm - 10pm: Exhibition banners and Photos

02pm - 10pm: Audiovisual exhibition "Voices and World Videos"

02pm - 10pm: Stands Sponsors / demonstrations

7:30pm: Discussion, conversation circles-programming and workshops to define

#### PRIDE HOUSE KIDS TENT

02pm - 05pm: Artistic Activities / Coloring Diversity

02pm - 08pm: Exhibition of works made by children in Pride House Kids.

## SATURDAY AND SUNDAY (WEEKENDS)

### CELEBRATION AREA THE BEACHFRONT

#### Sports Arena

02am - 10pm: Sports activities, Paradesportivas, recreational and leisure varied.

#### LED display screen

02am - 10pm: Transmission of major sporting events of the day.

#### Stage (only on Sundays):

02pm - 08pm: Party / outdoor show with musical groups LGBT and electronic



# PH RIO

## The Grand Challenge for 2016

Our challenge for 2016 is to continue the legacy and impact of Pride House begun with such vision just six years ago in Vancouver and Whistler, and perhaps most successfully mounted this past summer in Toronto. Further, we are keen to highlight Brazilian culture and take advantage of our beautiful Rio scene: Sun and Sea.

Past editions of Pride House were held in places known as "Gay Villages" which are neighborhood high concentration of LGBTQ population. Our desire is to perform the Pride House in one of the largest LGBTQ tourist destinations in the world: Ipanema Beach. We remember that this beach is not within the script of activities related to the Olympics, whose predilection was the region of Copacabana and Barra da Tijuca.

### PAVILION PRIDE HOUSE

Ipanema is a huge fondness neighborhood by both local LGBTQ population and by Brazilian and international tourists. The de Farme Amoedo Street is also a reference to the community.

With this pavilion, as well as proximity to the public, the site will be a reference for all the LGBTQ people who are in Rio de Janeiro, taking leisure, entertainment and information.

The spaces shall be provided with an infrastructure with televisions and / or screen to broadcast the Olympic Games and events called "Celebration Area" with social spaces for socializing and meeting room for lectures and debates, a café / bar for "happy hours" area for display of products or services of the sponsors / supporters, exhibition area, the organization's office and

bathrooms, in short a space able to meet thousands of people a day,

On weekends, an area will be set up to carry out sports and recreational outdoor activities promoting integration between all people and offering a unique opportunity to practice healthy activities. All are welcome to participate in the actions, and a group of volunteers are ready to promote the inclusion of people in action.

Sundays, holidays during the day will be held on the beachfront, outdoor and grace with musical acts making people feel the positive energy of the event and promoting inclusion by contagious music of internationally renowned DJs renowned.

We will also work for the Organizing Committee for the 2016 Olympic Games are partners in this initiative as well as the Organizing Committee of the Pan American Games in Toronto in 2015 was the PH Toronto, and thus for the PH Rio can be integrated as an official event, promoting equality and diversity and tackling homophobia during the 2016 Olympic Games.



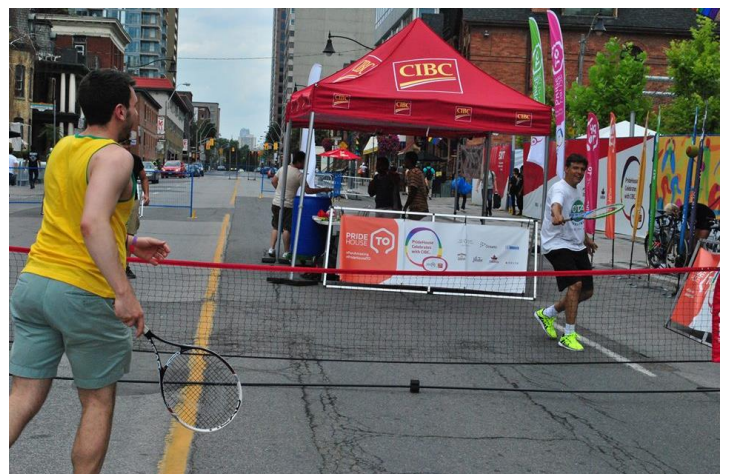
# 10 Goals

## 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.



# Pictures are worth more than words...





# Ambassadors

## The LGBTH 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 hetero-sexual "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



# BE PART OF THIS

## Champions Supporter Package

To that Pride House River become viable is essential that partners are selected to compose our selection and together we achieve the much dreamed of Olympic medals.  
We offer three types of dimensions to our conquest .:

### GOLD LEVEL

**US\$ 100.000**

Exposure in all visual communication materials of the event as:

- Back Drop and internal banners;
- Big logo on the outside walls of the pavilion;
- Big logo in Totten Foreign Pavilion Area;
- Highlight and communication manuals in the official catalog of Pride House Rio in 3 languages (English, Portuguese and Spanish)
- Disclosure of logo through the website, Facebook, Instagram, Twitter and other social networks;
- Dissemination of Great and logo prominently in promotional materials such as T-shirts of the teams and staff, promotional gifts of Pride House, disclosure materials, among others;
- Mailing registration available with email and telephone numbers of visitors;
- Brand awareness or video of 30 seconds during transmission of the Pride House Rio televisions and LED Big Screen with minimum guarantee of 10 daily treatments for 15 days;
- Authorization for distribution of gifts or promotional materials in all areas of Pride House (materials by Sponsor account)
- Providing two daily / 45 minutes from time to lecture or conduct any promotional activity that uses the stage at the opening of daily schedule (scheduled for 05pm) in the Main Lounge of Pride House.
- Availability of a mini-stand standardized in Sponsors Area
- Other actions may be traded. See!



# BE PART OF

## Champions Supporter Package

### SILVER LEVEL

### US\$ 50.000

Exposure in all visual communication materials of the event as:

- Back Drop and internal banners;
- Average imprint on the walls outside the pavilion;
- Average imprint on Toten Foreign Pavilion Area;
- Communication manuals and publish a page in the official catalog of Pride House Rio in 3 languages (English, Portuguese and Spanish)
- Disclosure of logo through the website, Facebook, Instagram, Twitter and other social networks;
- Median disclosure of the logo in promotional materials such as T-shirts of the teams and staff, promotional gifts of Pride House, disclosure materials, among others;
- Mailing registration available with email and telephone numbers of visitors;
- Brand awareness or video of 30 seconds during transmission of the Pride House Rio televisions and LED Big Screen with minimum guarantee of 05 daily treatments for 15 days;
- Authorization for distribution of gifts or promotional materials in all areas of Pride House (materials by Sponsor account)
- Providing a daily / 45 minutes from time to lecture or conduct any promotional activity that uses the stage at the opening of daily schedule (scheduled for 05pm) in the Main Lounge of Pride House.
- Availability of a mini-stand standardized in Sponsors Area

# BE PART OF THIS

## Champions Supporter Package

### BRONZE LEVEL

### US\$ 30.000

Exposure in all visual communication materials of the event as:

- Back Drop and internal banners;
- Small logo on the outside walls of the pavilion;
- Small logo on Totten Foreign Pavilion Area;
- Communication manuals and publication of half a page in the official catalog of Pride House Rio in 3 languages (English, Portuguese and Spanish)
- Disclosure of logo through the website, Facebook, Instagram, Twitter and other social networks;
- Disclosure of the small logo on promotional materials such as T-shirts of the teams and staff, promotional gifts of Pride House, disclosure materials, among others;
- Mailing registration available with email and telephone numbers of visitors;
- Brand awareness or video of 10 seconds during transmission of the Pride House Rio televisions and LED Big Screen with minimum guarantee of 05 daily treatments for 15 days;
- Authorization for distribution of gifts or promotional materials only in areas sponsors of Pride House (materials by Sponsor account)
- Providing a daily / 20 minute time to lecture or conduct any promotional activity that uses the stage at the opening of daily schedule (scheduled for 05pm) in the Main Lounge of Pride House.
- Availability of a mini-stand standardized in Sponsors Area;

# PH RIO

## Joining forces in one team

PrideHouseRio is a coalition of organizations and hundreds of volunteers dedicated to promoting LGBT 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 workshops, we will be connecting with this energy surrounding the Brazilian and World LGBT communities.





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