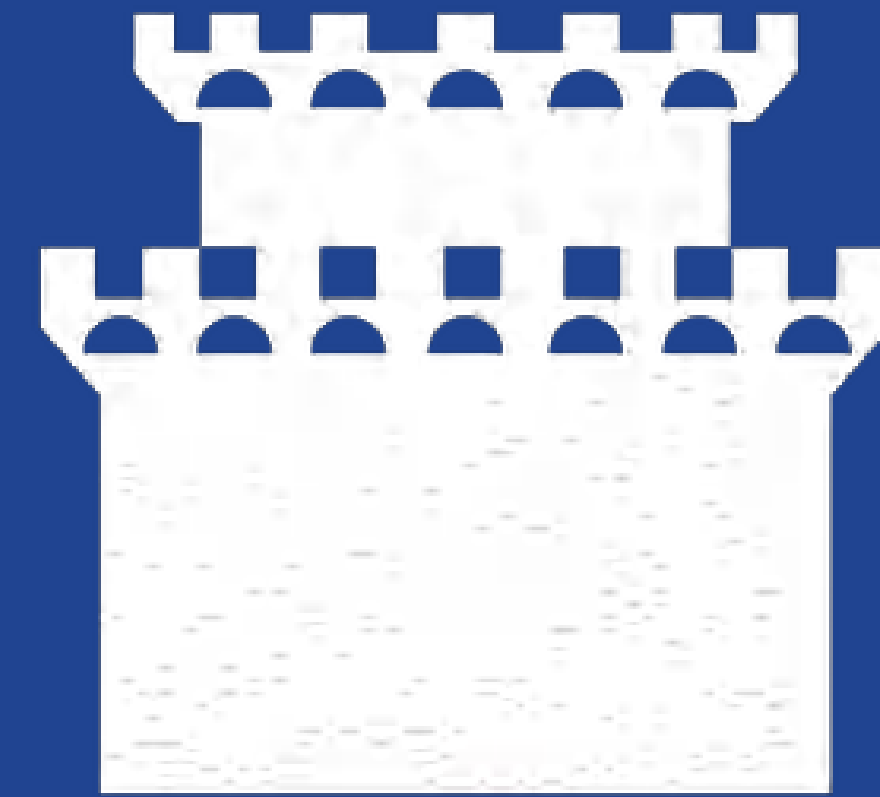
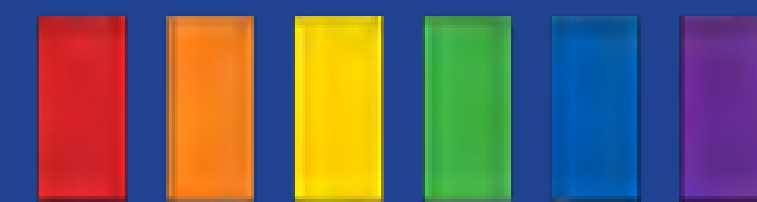


# EuroPride 2024



THESSALONIKI  
PRIDE

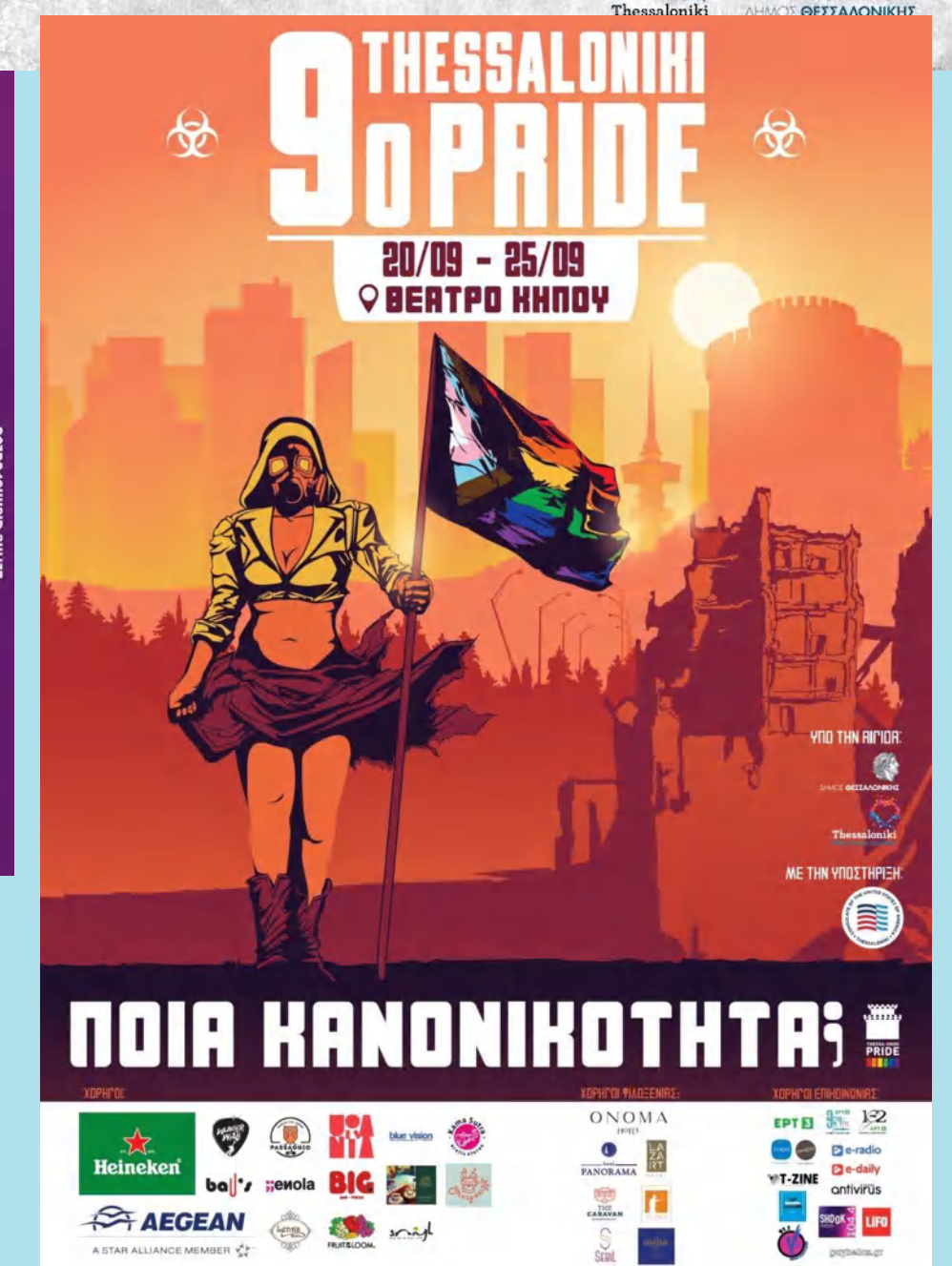




# THESSALONIKI PRIDE

Thessaloniki Pride is a non-profit organization founded in 2012 with the goal of promoting the rights and increasing the visibility of the LGBTQI+ community.

Today, we have an active volunteer body of more than 50 people. Our team consists of a mix of people with more than a decade s experience in pride-hosting and new volunteers coming in every year, excited to tackle each event s unique challenges.





# PROUD YEAR-ROUND

Pride may only last a week but LGBTQI+ people engage with their community and identity year-round.

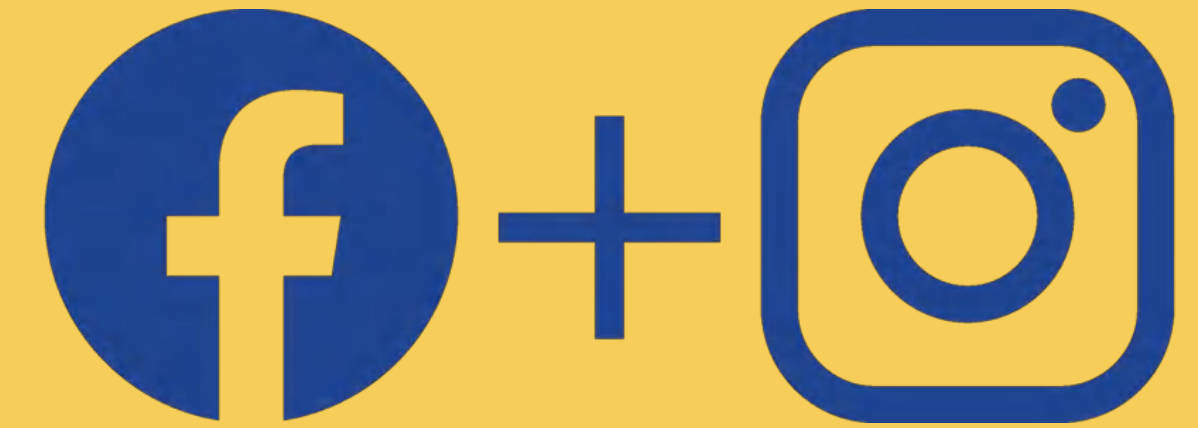
That's why we organize many more events with a mix of activist, educational, and entertainment characteristics.

These include Erasmus+ Projects, events for the Trans Day of Remembrance, running the Greek chapter of the It Gets Better Project, pre-pride parties, and many more!



# DIGITAL PRESENCE

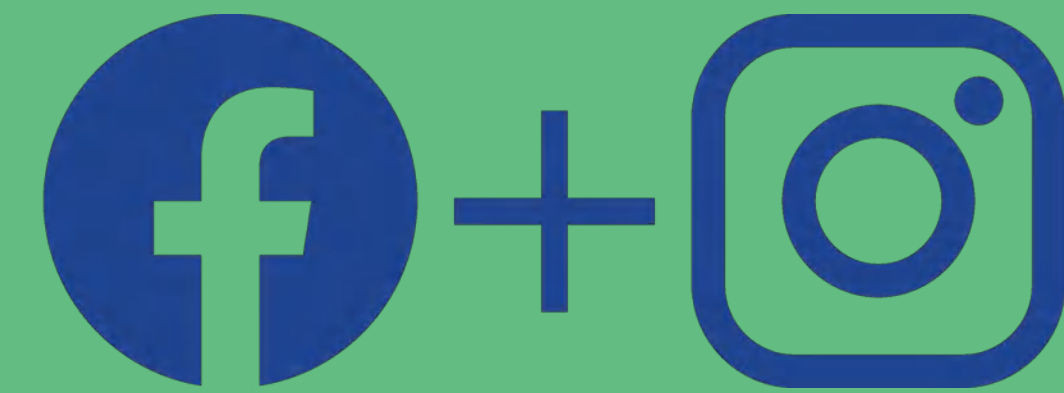
180K reach



14.5K  
likes



34K profile  
visits



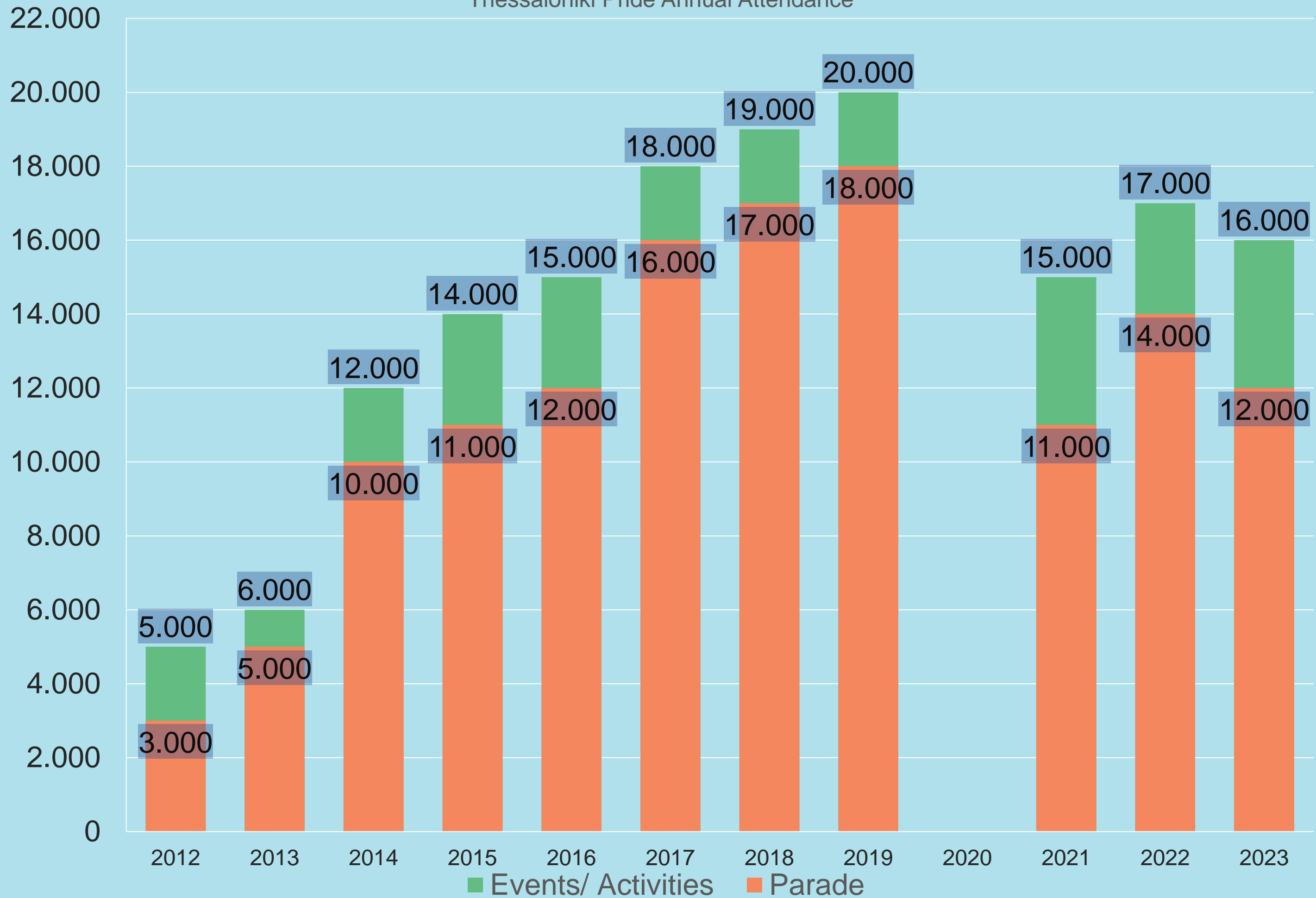
5.4K  
followers





# PREVIOUS FESTIVALS

Thessaloniki Pride Annual Attendance



**Thessaloniki Pride remains the largest event with a social cause in the city, a celebration of identity and the most International Pride in the Balkan region.**

# Something bigger...



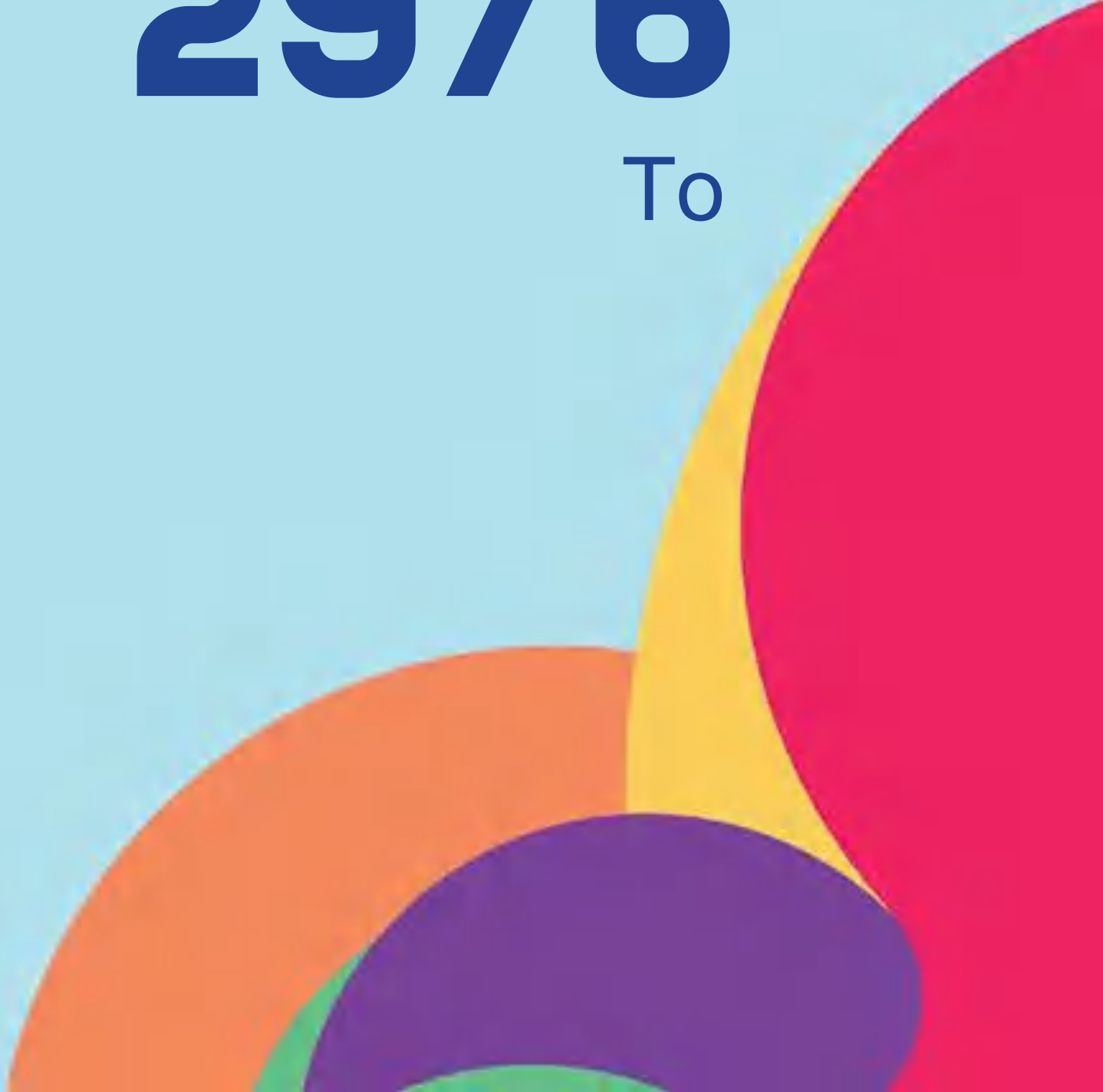
From

**21/6**



**29/6**




To





# PERSEVERE-PROGRESS-PROSPER

The slogan was chosen to tell the story of our community both on an individual as well as a group level.

-  **Persevere** because we have faced and are still facing daily discriminations for who we are
-  **Progress** because our struggle is a constructive step forward, building a better and more inclusive society
-  **Prosper** because when everyone is accepted for who they are, society can finally prosper





# Event Calendar



FRI	21	SAT	22	SUN	23
[Purple bar]					
[Red bar]		[Orange bar]			
WED	24	TUE	25		
[Purple bar]					
[Yellow bar]		[Green bar]			

-  Opening Ceremony
-  Film Screenings
-  Fashion Show
-  Acceptance Square
-  Parallel Events

\*Event schedule subject to change





# Event Calendar



- ★ Parade
- ★ Main Stage
- ★ Human Rights Conference
- ★ Pride Fair
- ★ Parallel Events

WED	26	THU	27	FRI	28	SAT	29
Purple bar							
Orange bar							
Yellow bar						Red bar	
				Green bar			

\*Event schedule subject to change



# EVENT SCALE

**9 days of activities  
across the city**

**>100 visiting non-profit and  
academic organizations**



**EuroPride 2024  
attendance  
between 40-50K**

**A partnership among >15  
organizations, institutions  
and diplomatic missions**

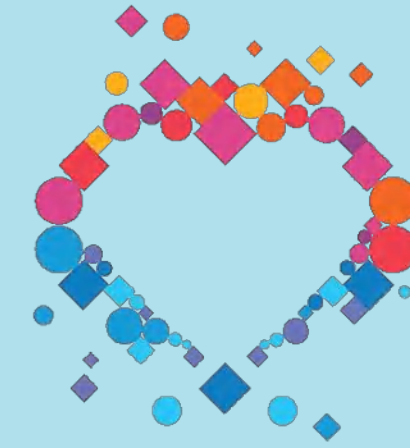




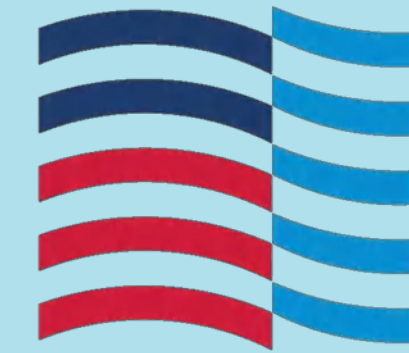
# CORE PARTNERSHIPS



CITY OF  
**THESSALONIKI**



**Thessaloniki**  
Many stories, one heart  
THESSALONIKI TOURISM ORGANISATION



U.S. CONSULATE  
THESSALONIKI



**EUROPEAN  
PRIDE** ORGANISERS  
ASSOCIATION

**Deloitte.**



A large crowd of people is gathered at a festival or event during sunset. In the foreground, a large rainbow flag is draped across the ground. In the background, a circular sign with a bicycle icon is visible. The scene is framed by colorful, abstract shapes in the corners.

# Marketing Opportunities



LGBTQI+ people and their allies make highly socially conscious purchases and workplace decisions. Being part of **EuroPride 2024 Thessaloniki** offers you the opportunity to interact with the community and share your vision by participating in and creating:

- 🌸 **Customized Events** and
- 🌸 **City-Wide marketing** campaigns, while
- 🌸 gaining visibility from our **Social Media platforms**, the **Main Stage**, the **Pride Parade**, and the activities during the **Pride Week** and
- 🌸 promoting your **Innovative Practices** and **Corporate Social Responsibility**



A large crowd of people is gathered outdoors at sunset. In the foreground, a large rainbow flag is draped across the ground. In the background, a blue circular sign with a white bicycle icon is visible. The sky is a mix of orange, pink, and blue, with the sun low on the horizon. The scene is framed by colorful, abstract shapes in the corners.

# Packages



<b>Partner Packages</b>	<b>Pearl</b>	<b>Shell</b>	<b>Turtle</b>	<b>Dolphin</b>	<b>Mermaid</b>
<b>Standard Sponsorship Promotion</b>	✓	✓	✓	✓	✓
<b>Info Point / Kiosk at the Pride Fair</b>	✓	✓	✓	✓	✓
<b>Sponsored Event – No customization</b>	✓	✓	✓	✓	✓
<b>Block at the Pride Parade</b>		✓	✓	✓	✓
<b>Sponsored Event – Customized for the Sponsor</b>		✓	✓	✓	✓
<b>Spot / Stunt at the Pride Parade</b>			✓	✓	✓
<b>Promo Team at the Pride Fair</b>			✓	✓	✓
<b>Float at the Pride Parade</b>				✓	✓
<b>Branded Activity / Area in the Pride Fair</b>				✓	✓
<b>Participation in City-Wide Marketing</b>					✓
<b>Product Category Exclusivity</b>					✓

# Beyond EuroPride 2024...

**Our organization aims to create a festival following green practices and innovative procedures. We want to promote societal and political change while supporting the local economy and creating career opportunities for LGBTQI+ people.**

**We intend for EuroPride to become a platform for Balkan solidarity, starting a regional LGBTQI+ network. Thus, this festival becomes an opportunity to further promote collaboration and capacity-building for LGBTQI+ organizations in a region where there is yet a lot to be fought for.**

**We want to foster an inclusive and safe environment, where people from different communities can be heard and celebrated together.**





# Be a sponsor of EuroPride 2024 ✨ 🌸

From

**21/6**



**29/6**

To

**contact us:**

**[sponsorships@thessalonikipride.com](mailto:sponsorships@thessalonikipride.com)**