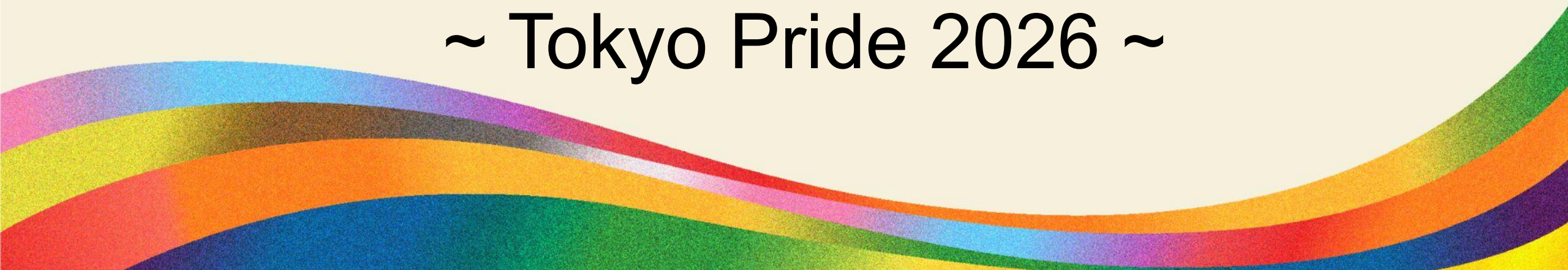




# **Sponsorship Guide**

~ Tokyo Pride 2026 ~



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## Tokyo Rainbow Pride Overview

### Mission

**NPO Tokyo Rainbow Pride aims to create a Happy! society where diverse expressions of gender and sexuality are embraced, and everyone can live authentically, joyfully, and proudly.**

### Vision

1



#### **Increase Visibility**

Promote understanding through increasing visibility of the community and the issues it faces.

2



#### **Create a Community**

A hub that connects people of diverse sexualities across Japan, the world, and the future.

3



#### **Bring Solutions**

Implement solutions for issues related to the LGBTQ+ community by advocating for the people.



# Advocacy Policy

Since last year, TRP has made agreement with the following five principles a mandatory condition for sponsorship, in addition to our existing requirements. We kindly ask all potential sponsoring companies and organizations to review these principles within your teams, and to confirm your agreement before applying.

- 1. We respect the dignity and human rights of all people.**
- 2. We firmly oppose and do not tolerate any form of violence.**
- 3. We act responsibly to protect the environment and promote a sustainable society.**
- 4. In all areas of our operations and activities, we ensure equal treatment for everyone—including LGBTQ+ people—and proactively work to eliminate any types of discrimination and harassment.**
- 5. We acknowledge our responsibility to lead by example, promoting the values of this policy both within our organization and throughout society.**



# **Our Request on Creating an Event that Truly Serves the LGBTQ+ Community**

Tokyo Pride 2026 places great importance on ensuring that every program offers a safe and empowering space for the LGBTQ+ community. With that in mind, we kindly ask that you consider the following points when planning your booth or other activities.

- 1. Does the initiative contribute to empowering LGBTQ+ individuals?**
- 2. Have the voices of LGBTQ+ community members been reflected from the planning stage?**
- 3. Does the content go beyond mere sales or PR to make a meaningful contribution to the LGBTQ+ community?**
- 4. Does it help foster understanding and support for diversity both within and outside your organization?**

# What Not to Do:

## Understanding Rainbow Washing & Pink Washing

### Rainbow Washing

Refers to when a company uses LGBTQ+ imagery or messaging to market itself, even though it does not meaningfully support or take action for the LGBTQ+ community.

---

### Pink Washing

Refers to when an organization highlights its LGBTQ+-friendly stance to hide or distract from harmful actions or negative human rights issues.

**Be Authentic. Be Joyful. Be Proud. Tokyo Pride 2026.**



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## 2026 Theme & Statement

**Theme “Equal rights today. A freer, fairer tomorrow.”**

### **Statement**

All people shall be *respected as individuals*.

Everyone shall be *equal under the law*, with *no discrimination* in any part of life.

These are not ideals for the future —

They are the rights guaranteed to us *today* under the Constitution of Japan.

Yet still, some are denied those rights.

Their love and their lives are left outside the law’s promise of equality.

Marriage equality is one vital step toward life with dignity,

This progress leads to a society where respect, freedom, and fairness  
are truly shared by all.

When we choose respect over ignorance and understanding over prejudice,  
we move toward a future where *everyone* lives with pride.



## Celebrating throughout June with a Variety of Events



**Pride Parade**  
June 7 (Sun)



**Pride Festival**  
June 6 (Sat) and 7 (Sun)



**Pride Night**  
June 7 (Sun)



**Youth Pride**  
June 13 (Sat) & June 14 (Sun)



**Queer Art Exhibition**  
June 2026 (details TBC)



**Human Rights Conference**  
June 2026 (details TBC)



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## Sponsorship Options for Each Event

### Pride Parade & Festival

- **Special Sponsorship Plan**  
Rainbow/Diamond  
Platinum/Gold/SilverA,  
B/Bronze A, B, C
- **Individual Plans**  
Booths/banners, etc.

### Pride Night

- **Product sampling**
- **Commercial broadcast**
- **Poster Display**
- **Product sampling booth exhibit**
- **Decoration and installation for stage performances**  
etc.

### Youth Pride

- **Stage Programs**
- **Booth Exhibit**
- **Logo display on web page**
- **Logo display at Pride Parade & Festival**
- **Employee Workshop**

### Queer Art Exhibition

- **Venue Sponsorship Plan**
- **Event program Plan**

### Human Rights Conference

- **Logo/company name display**

\*Please note that sponsorship plans and menu contents are subject to change without notice.

\*About the Pride Parade & Festival

↳ Rainbow/Diamond/Platinum sponsorships will be subject to screening.

↳ If multiple companies are sponsoring as a group, please apply for Platinum plan and above.

↳ Company/organization participation in the parade is available only to Silver plan and above. Details will be provided later to those applicable.

## Pride Month Plan

A new special plan that allows companies to communicate their message seamlessly throughout Pride Month.

**25 MM JPY**

### Pride Parade & Festival

**You will serve as the top sponsor for each event, with all benefits from the highest-tier plans included. In addition, your company will be featured as a top sponsor throughout the entire Pride Month.**

### Human Rights Conference

- **Special Sponsorship Plan**  
Rainbow/Diamond  
Platinum/Gold/SilverA,  
B/Bronze A, B, C
- **Individual Plans**  
Booths/banners, etc.

- Product sampling
- Commercial broadcast
- Poster Display
- Product sampling booth exhibit
- Decoration and installation for stage performances  
etc.

- Stage Programs
- Booth Exhibit
- Logo display on web page
- Logo display at Pride Parade & Festival
- Employee Workshop

- Venue Sponsorship Plan
- Event program Plan

- Logo/company name display



# Pride Parade & Festival

Tokyo  
Pride



# Tokyo Pride 2026 Pride Parade & Festival Overview

The Pride Festival and Pride Parade are the flagship events of Tokyo Pride. Through the festival at Yoyogi Park and the parade through the city, we amplify the call for a society where everyone can live authentically.



Date and Time	June 6, 2026 (Sat) 11:00 AM - 6:00 PM
	June 7, 2026 (Sun) 11:00 AM - 6:00 PM *The parade will be held on the 7th.
Place	Yoyogi Park Event Plaza, Keyaki Namiki Street, and partnering venues



## Tokyo Pride 2025 Pride Parade & Festival Highlights



The parade drew a record-breaking number of participants, marching under the theme “Same Life, Same Rights.” Across the festival, 209 booths took part, including community groups, nonprofits, food vendors, and corporate partners from Japan and abroad.

### Total Attendance

**273,000 attendees**  
(record-breaking)

### Parade Participation

**60 groups**  
**15,000 participants**

### Sponsors

**270**  
**Corporate &**  
**Organizational groups**

### Media Coverage

**Total mentions: 4,172**

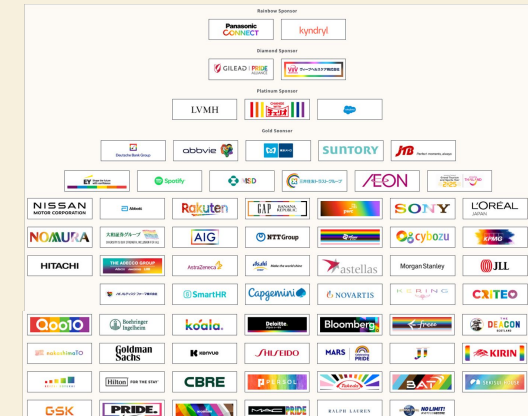
- Online media: 4,138
- TV & radio: 16
- Newspapers & magazines: 18



©TokyoPride2025



©TokyoPride2025





## Special Sponsorship Plan

Application deadline: January 16th

Application deadline: February 28th

### At Yoyogi Park

- Booth Rental (p18, p19)
- Booth Signage Production (p20)
- Display Board (p21)
- [Logo Display] Gate Stage (p22)
- [Logo Display] Venue Map (p22)
- [Logo Display] Volunteer T-shirt (p22)
- [Logo Display] Parade Lead Banner (p23)
- [Logo Display] Paper Fan (p24) **NEW!**
- [Logo Display] Purikura (p25) **NEW!**
- [Commercial Display] Main Stage (p26)
- [Commercial Display] Subvision (p27) **NEW!**

### Official event website

- Web Banner (p28)
- Information Display Page (p29)
- Tie-up article (p30)
- [Commercial Display] Webpage (p31)

### Others

- Cross-sector collaboration
- [Logo Display] Social Media Ad (p32)
- [Logo Display] Social Media Ad for LGBTQ+ apps (p33)
- Conference Speaker Opportunities (p334)
- Corporate Training & Lectures (p35)
- e-Learning (p36) **NEW!**

	Rainbow 10MM	Diamond 6.8MM	Platinum 5.3MM	Gold 3.7MM	Silver A 1.5MM	Silver B 1.5MM <b>NEW!</b>	Bronze A 880K	Bronze B 800K	Bronze C 550K	single
	Large	Large	2 booths	2 booths	1 booth	-	1 booth	-	-	✓
	-	-	-	-	-	-	-	-	-	✓
	-	-	-	-	-	-	-	-	○	-
	XL	L	M	S	-	-	-	-	-	-
	XL	L	M	S	-	-	-	-	-	-
	XL	L	M	S	-	-	-	-	-	-
	XL	L	-	-	-	-	-	-	-	-
	○	○	○	-	-	-	-	-	-	-
	○	○	○	-	-	-	-	-	-	-
	15s × 20+	15s × 14+	15s × 8+	15s × 4+	-	-	-	-	-	-
	15s × 20+	15s × 14+	15s × 8+	15s × 4+	-	-	-	-	-	✓
	○	○	○	○	○	○	○	○	○	✓
	○	○	○	○	○	○	○	○	○	✓
	○	○	○	○	-	-	-	-	-	-
	○	○	○	-	-	-	-	-	-	-
	Optional	Optional	Optional	Optional	Optional	Optional	-	-	-	✓
	○	○	○	○	-	-	-	-	-	-
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	○	○	○	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	○	-	✓
	-	-	-	-	-	300ppl	-	(/e-learning) 120ppl (/Training)	-	✓ <sup>16</sup>



# Individual Plans

## Booth Rental (p18)

Large

¥2,000,000 (excluding tax)

## Application Deadline

February 28th

Regular

¥400,000 (excluding tax)

February 28th

Food &amp; Beverage Booth

¥400,000 (excluding tax)

February 28th

## Booth Sign Production (p20)

Wooden Signage Above Booth (Standard Booth - 1 Unit)

¥150,000 (excluding tax)

February 28th

Wooden Signage Above Booth (Standard Booth - 2 Units)

¥250,000 (excluding tax)

February 28th

Arch-Shaped (U-Shaped) Wooden Signage (Standard Booth - 2 Units)

¥420,000 (excluding tax)

February 28th

## Web Banner (p28)

Large

¥330,000 (excluding tax)

April 17th

Small

¥220,000 (excluding tax)

April 17th

## Web Information Display Page (p29)

¥330,000 (excluding tax)

April 17th

## Subvision (p27)

CM 15 seconds x 10

¥300,000 (excluding tax)

April 17th

CM 15 seconds x 20

¥500,000 (excluding tax)

April 17th

## Cross-sector collaboration

Collaborative Booth (Large) + Collaborative Article Publication

¥2,000,000 (excluding tax)

February 28th

Collaborative Booth (Standard) + Collaborative Article Publication

¥400,000 (excluding tax)

February 28th

## Corporate Training & Lectures (p35)

One-time

¥300,000 (excluding tax)

Anytime

Recording (Optional) For internal sharing purposes, valid for one year

¥100,000 (excluding tax)

Anytime

## e-Learning (p36)

¥2,500 per person (excluding tax)

Anytime



## Booth Rental [1/2]

Rainbow

Diamond

Platinum

Gold

SilverA

Bronze A

Individual

We provide space that can be used for various purposes, such as introducing your company's initiatives, selling products, and collecting surveys.



Large booth example



General booth (1 booth)  
example



General booth (2 booths)  
example



Food and drink booth  
examples

\*Please note that if the maximum number of applications is reached, we may close applications before the deadline.

\*Joint booth exhibitions by multiple companies (including displaying multiple corporate logos within a single booth) are generally not permitted. Exceptions apply only to Platinum Plan participants from the same industry or corporate group, or company-NPO joint exhibitions (e.g., cross-sector collaborations on p.32). For details, please contact us.

\*As many booths will be set up in the venue, booth locations will be determined based on the regulations of Yoyogi Park and TRP. Please note that we cannot accommodate requests.

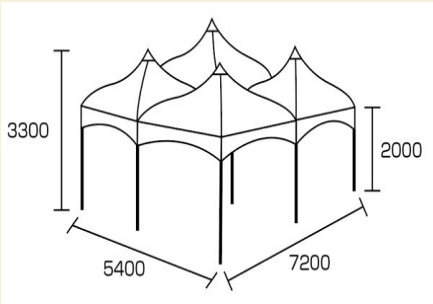
\*For food vendors in 2026, only food booth applications will be accepted through general applications. Please note that kitchen cars will not be open for general applications.

\*Due to the high number of applications we receive each year, food booths are selected through a preliminary review followed by a lottery.



Booth Rental [2/2]

Large Booth

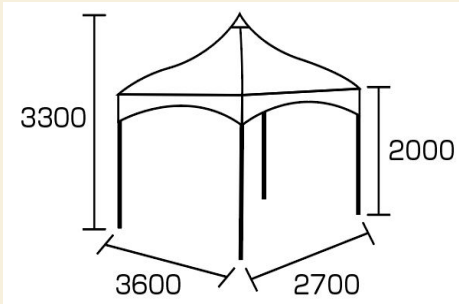


Rainbow

Diamond

Individual

Regular Booth



2 Booths:

Platinum

Gold

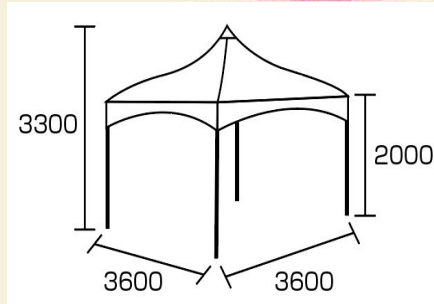
1 Booth:

SilverA

Bronze A

Individual

Food Booth



Individual

Installation

All four sides face the main walkway and the booth is placed near the high-traffic stage area.

Only one side faces a walkway and the booth will be adjacent to other exhibitors

Note: Layout may vary depending on site configuration.

Located in a high-traffic area near the stage or along Keyaki Namiki Street.

Included Equipment

4 tables, 8 chairs, and a night-time partition.

1 table, 2 chairs, and a night-time partition.

\*For two booths, the quantities will be doubled.

2 tables, 2 chairs, and kitchen-related facilities provided

(1.5kW power, fire extinguisher, fluorescent light, water supply/drainage, two sinks, hand-washing station, water heater, refrigerator)

Notes

- The tent may be removed and used as an open space.
- Additional tables, chairs, power, and lighting can be requested for an extra fee. Details will be provided after application.
- Additional tables, chairs, power, and lighting can be requested for an extra fee. Details will be provided after application.
- 1. NPOs with at least one year of LGBTQ+ education or awareness activities: 60,000 JPY per booth (tax excluded)
- 2. Government agencies and embassies: ¥150,000 per booth (excluding tax)

\*Special pricing is limited to one booth per organization.

\*Joint applications by NPOs or government/embassy groups are allowed. We may request documentation to verify eligibility for (1).

- In addition to the included equipment, paid optional items are also available. Details will be provided after application.



## Booth sign production

Individual

- ✓ The venue crew handles setup, compliance, and ensures booths are ready by event morning—no visits or vendors needed.



Example: Arch-Shaped Wooden Signboard

For a general booth (2 units):  
Top Section: Height 0.6m × Width 5.4m  
Sides (2 pieces): Height 2.0m × Width 0.6m each



Example: Wooden Signboard for Booth Top

For a general booth (2 units): Height 0.6m × Width 5.4m



Example: Wooden Signboard for Booth Top

For a general booth (1 unit): Height 0.6m × Width 2.7m

Production costs for artwork are not included. Final print-ready data must be provided. If you require design or data creation support, please contact us.

Custom booth interiors and non-standard signage can be quoted upon request.



## Display Board

We will display your company's diversity initiatives on a B1-size board at the venue.  
This option is especially useful if exhibiting a booth at Yoyogi Park is difficult.

Bronze C





## [Logo Display] Gate/Stage, Venue Map, Volunteer T-shirt

Rainbow

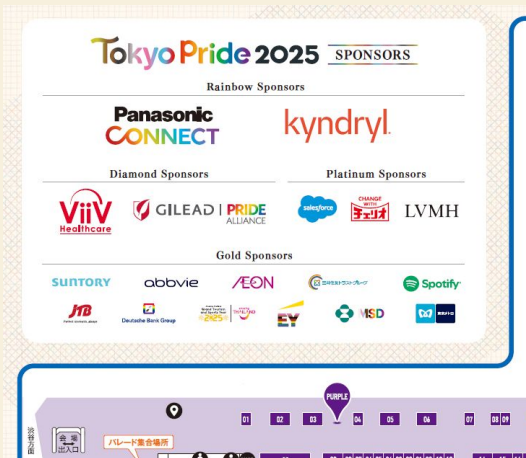
Diamond

Platinum

Gold

Your logo will be displayed on gates, the stage, the venue map, and volunteer T-shirts to boost visibility. The logo size varies by plan, with higher-tier plans offering larger placement.

### Venue Map



### Volunteer T-shirt



### Gate



### Stage



Stage Baton  
Rainbow



Stage wings  
Diamond, Platinum Gold

Rainbow: XL, Diamond: L, Platinum: M, Gold: S



## [Logo Display] Parade Lead Banner

Rainbow

Diamond

Your logo will appear on the lead parade banner, boosting brand visibility in a high-attention position. Logo size varies by plan, with higher tiers offering larger placement.



©TokyoPride2025

Rainbow: XL Diamond: L



## [Logo Display] Paper Fan

Rainbow

Diamond

Platinum

We will distribute 10,000 copies to parade participants and visitors. As they carry them, your logo gains natural visibility in and around the venue, helping showcase your diversity and social contribution efforts.



\*The design above is for illustrative purposes only.



## [Logo Display] Purikura

Rainbow

Diamond

Platinum

Your logo will appear on the “Tokyo Pride” photo sheet, a special design that represents diversity and equality, allowing visitors to share your brand along with their photos.





## [Commercial Display] Main Stage

Rainbow

Diamond

Platinum

Gold

Your company's commercial or video will be shown on the main stage screen. The number of plays increases by plan, with higher tiers offering more visibility.



**Rainbow:** 15 seconds x 20 times or more

**Diamond:** 15 seconds x 14 times or more

**Platinum:** 15 seconds x 8 times or more

**Gold:** 15 seconds x 4 times or more

\*Please prepare the commercial and video materials yourself.

\*Longer videos exceeding 15 seconds can also be broadcast, but in that case, the number of broadcasts will be determined based on the video length.

\*Please handle all rights management and usage permissions for any portraits, voices, or audio used in your commercial.

\*Commercials are subject to review. We may decline to air videos that go against the purpose of the event.



## [Commercial Display] Subvision

Rainbow

Diamond

Platinum

Gold

単体

**In this high-traffic tree-lined area, your CM gains natural visibility among visitors, helping strengthen both your social message and brand connection.**

**Rainbow:** 15 seconds x 20 times or more

**Diamond:** 15 seconds x 14 times or more

**Platinum:** 15 seconds x 8 times or more

**Gold:** 15 seconds x 4 times or more

**単体:**

CM: 15 seconds x 10 spots: 300,000

CM: 15 seconds x 20 spots: 500,000

\*The number of times is the minimum (if there is room in the schedule, it will be broadcast more times).



\*The image above is for illustrative purposes only. The screen will be approximately 5m wide.

\*Please prepare the commercial and video materials yourself.

\*Longer videos exceeding 15 seconds can also be broadcast, but in that case, the number of broadcasts will be determined based on the video length.

\*Please handle all rights management and usage permissions for any portraits, voices, or audio used in your commercial.

\*Commercials are subject to review. We may decline to air videos that go against the purpose of the event.

\*If you would like to request to use the stage, please contact the sponsorship team representative or submit an inquiry through the form.

Web Banner

- Rainbow
- Diamond
- Platinum
- Gold
- SilverA,B
- Bronze A,B,C
- 単体

Your company logo will be displayed on the event's official website.

Special Sponsorship Plan



Large banner: 234px x 60px

Individual Plans



Large banner: 234px x 60px  
Small banner: 120px x 60px

\*Please prepare your banner in the specified size. We are unable to make adjustments on our side.



## Web Information Display Page

Rainbow

Diamond

Platinum

Gold

SilverA,B

Bronze A,B,C

単体

We will publish a dedicated page on the official event website featuring your initiatives or products, with space for banners, videos, images, text, and social media links.

Display period: until September 30, 2026.



Example of information posting page

## Sponsored article

Rainbow

Diamond

Platinum

Gold

We will publish an article on the official event website featuring your LGBTQ+ and diversity initiatives. After a preliminary interview, a photographer will shoot and a writer will prepare the article.



Example of a published article  
(viewed on PC)



Example of a published article  
(viewed on smartphone)





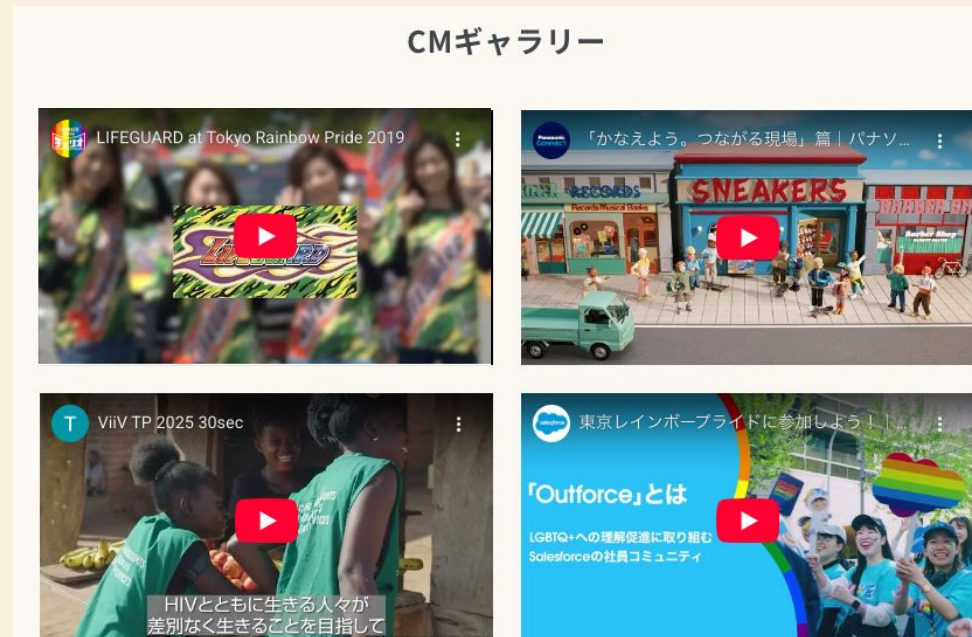
## [CM Posted] Web

Rainbow

Diamond

Platinum

We will post the commercial you have prepared on the event's official website.



CM Display Example

\*Please prepare the commercial and video materials yourself.

\*Commercials are subject to review. We may decline to air videos that go against the purpose of the event.

## [Logo Display] Social Media Announcement Video

Rainbow

Diamond

Platinum

Gold

Your logo will be featured in the event promotional video used for social media ads.



Example of a Tokyo Pride 2025 YouTube ad video



Example of a Tokyo Pride 2025 X ad video

Reference: Tokyo Pride 2025 promotional video views  
(YouTube: approx. 840,000 / X: approx. 37,000)



## [Logo Display] SNS for people involved

Rainbow

Diamond

Platinum

Your logo will be featured in the promotional ads distributed on 9monsters, an LGBTQ+ community SNS.



## Speaking at the Pride Conference

Rainbow

Diamond

Platinum

**You can speak at the Pride Conference to introduce your company's initiatives. The Pride Conference is our DEI-focused event for companies, offering the latest insights, examples of LGBTQ+ initiatives, and opportunities for cross-company collaboration.**





## Corporate Training & Lectures

Bronze B

Individual

**Our staff and experienced external instructors can deliver trainings or lectures as speakers or guest presenters. We offer a wide range of topics and formats tailored to your needs.**





## Individual

A person's hands are shown typing on a laptop keyboard. The laptop screen displays a Japanese website titled "TOKYO LINDOW PRIDE". The website features a colorful, abstract illustration of three figures labeled "D", "E", and "F". The figure "D" is a brown silhouette with a white "D" on its chest. The figure "E" is a yellow silhouette with a white "E" on its chest. The figure "F" is a purple silhouette with a white "F" on its chest. The background of the illustration is a mix of yellow, blue, and red geometric shapes. The website text includes "では、それぞれの夢をも現実化してみましょう！" and "カウチングセッション、個別指導も実施いたします。".





## Cross-Sector Collaboration

Rainbow

Diamond

Platinum

Gold

SilverA

Bronze A

Individual

A new collaboration model between companies and NPOs and community groups. Cross-sector connections and joint activities, including networking events and shared booths at the Pride Festival, help expand LGBTQ+ support and create collective impact for positive social change.

### Target:

**Companies, organizations, etc.** Companies and organizations (including local governments and embassies) planning to exhibit at the Pride Parade & Festival

**Non-profit:** NPOs and non-profit LGBTQ+ or gender-related advocacy groups, including university-based organizations

### Schedule (tentative)

Early November: Entry period → December: Matching event → January 2026: Matching Results → March: Mid-term report → June: Tokyo Pride 2026 → Summer 2026: Final report

### How to Participate:

Entry information will be announced on the official website and social media in early November. We will send details about the December networking and matching event to all applicants. After the event, companies and nonprofits will be matched and begin coordinating their joint booth or collaboration for the Pride Festival.

### Participation Requirements

Participating companies and organizations are required to cover the booth exhibition fee. Any additional costs will be discussed between both parties after matching.

## 2025 Cross-Sector Collaboration Results



In 2025, the matching event and various collaborative opportunities—such as joint booth planning and operations—brought participating companies and organizations together.

### Participation

**Total Applications : 38**  
**Corporations/Organizations : 20**  
**Non-profits : 18**

### Number of Collabs

**5**

### Industry Sectors

Finance, Pharmaceuticals, Manufacturing, IT, Cosmetics, Advertising, Consulting, Retail, Beverages, and more

### Non-Profit Areas

Childcare, Family Support, Community Support, Social Welfare, Multicultural Inclusion, Education, Event Management, Community Revitalization, Sports, Partnership Certificates, Healthcare, Fashion, and more



Networking Event in January 2025



Example of Collab booth at Tokyo Pride 2025



Interview articles with participating groups



The article is [This way.](#)  
 From  
 Read the article



# Youth Pride

Tokyo  
Pride





## Youth Pride Overview

**Tokyo Rainbow Pride launched the Youth Project to empower LGBTQ+ youth by providing a community for connection and information sharing.**

**Today's youth have grown up with easy access to global information through the internet and social media, making LGBTQ+ identities more familiar. Without experiencing the eras of strong exclusion or invisibility, they tend to recognize diversity more openly.**

**However, they still face challenges such as generational value gaps, weaker social ties, and informational/regional disparities.**

**Youth Pride 2026, under the theme "One Friend, One Love, One Future," will create a space where LGBTQ+ youth can meet a friend, ally, or partner who helps them feel supported and hopeful about the future.**



# Youth Project: Annual Activities

Since December 2024, Youth Project has been carrying out various activities throughout the year.

- November 2024 ● Social event: "#ConnectWithSexualMinorities"
- December 2024 ● Youth Pride 2025 Online Information Session
- January 2025 ● In-person event "Youth Pride 2025 Super Conference"
- February 2025 ● Social Event: "My Favorite Things (Oshi)" Presentation
- March 2025 ● Networking Event: "Youth Pride Event General Election"
- April 2025 ● Social Event: "Spring Youth Social Gathering"
- May 2025 ● Networking Event: "Youth Pride Pep Rally"
- June 2025 ● Youth Pride @ WITH HARAJUKU HALL  
\*Highlight event for Youth Project



- July 2025 ● Networking Event "Youth Rainbow Link"
- August 2025 ● In-person event: "Youth BBQ DAY"
- September 2025 ● Online Event: "2025 General Meeting"
- October 2025 ● In-person event "HALLOWEEN PARTY" scheduled

# Tokyo Pride 2026 Youth Pride Theme

## One Friend, One Love, One Future

The main focus of Tokyo Pride 2026 Youth Pride is the community gathering, not the stage or booths.

What we value most is a single meaningful connection.

A friend who understands you, or someone who stands with you, can help you through hard times. Someone you meet here may even become a future partner.

One person can be the light that supports your life.

Youth Pride creates those encounters in a fun and uplifting way.

This is Tokyo Pride 2026 Youth Pride.



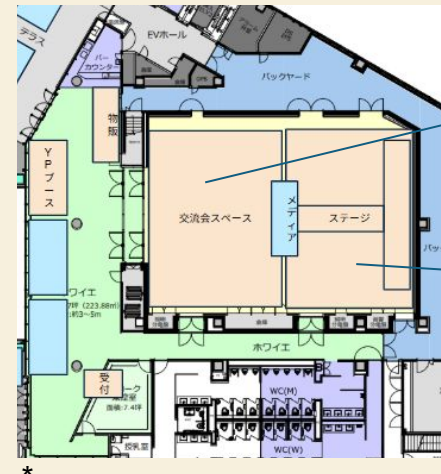
# Tokyo Pride 2026 Youth Pride Overview

For Youth Pride 2026, we will hold an event themed “One Friend, One Love, One Future,” focused on creating connections. The main content will be a community gathering where participants can meet and build relationships as a meaningful part of the experience. We also plan youth-led programming for the stage.

Date and Time	Saturday, June 13, 2026 and Sunday, June 14, 2026 Day 1: 11:00 AM - 6:00 PM, Day 2: 11:00 AM - 6:00 PM (tentative)
Target Audience	The event is intended for a wide range of participants, including LGBTQ+ youth, those interested in LGBTQ+ topics, and passersby.
Number of visitors	1,500 people (estimated based on 2025 results)
Address	3F, 1-14-30 Jingumae, Shibuya-ku, Tokyo 150-0001
Venue/Web	WITH HARAJUKU HALL <a href="https://withharajuku-hall.jp/">https://withharajuku-hall.jp/</a>
How to Access	1-minute walk from Harajuku Station on the JR Yamanote Line 1-minute walk from Meiji-jingumae (Harajuku) Station on the Tokyo Metro Chiyoda/Fukutoshin Line 7-minute walk from Omotesando Station on the Tokyo Metro Ginza/Hanzomon/Chiyoda Line



\*The photo shows last year's event.



## Networking Area

Subdivided by various themes.

## Networking Room Stage Content Area

Talk shows, open-call events, Runway shows and other events are planned.  
For details on each content, please see the next page.

WITH HARAJUKU HALL



# Main Event Contents

## Networking Event

By offering networking sessions divided by generation or sexuality, we aim to help participants share concerns and find someone they can talk to.

\*Room numbers and themes may change.

### Day 1

### Day 2

	Networking Room No.1: Generation and Other Themes	Networking Room No.2: Sexual Orientation and Gender Identity	Networking Room No.1: Generation and Hobbies	Networking Room No.2: Sexual Orientation and Gender Identity
10:00~10:40	Highschoolers	Aro/Ace	Single	Aro/Ace
11:00~11:40	Politics and the Future	ALL SEXUALITIES	Talk It Out	ALL SEXUALITY
12:00~12:40	College Students	Trans	College Students x Professionals	Trans
13:00~13:40	English Hour	Gay	YouthProject Gathering	Gay
14:00~14:40	Networking for All		English Hour	Questioning
15:00~15:40	YouthProject Gathering	Questioning	Highschoolers x College Students	Lesbian
16:00~16:40	Professionals	Lesbian	Youth Activists	Non-binary
17:00~17:40	Talk It Out	Non-binary	Networking for All	



\*Scenes from the monthly event



# Main Event Contents

## Stage Contents

A stage program created by youth, for youth. By producing it themselves, we aim for content that feels real and grounded in their experiences.

1日目	ステージ
11:00-12:00	Open Slot (30 min × 2)
13:30-14:30	Sempai Panel: Living, Family, Parenting
15:30-16:30	Oshi Sharing Session (Fans presenting what they love)
2日目	ステージ
11:00-12:00	Working as a Transgender Person (Panel with transgender employees)
13:30-14:30	LGBTQ+ Lecture (Tentative)
15:30-16:30	Youth Pride Runway — Open Call Show

\*Stage content is subject to change.

\*During times with no scheduled program, the stage will be open for entry, allowing anyone to speak freely with a microphone as part of the provisional “YouthProject Voices.”



\*Image



(Reference)  
Lecture held at Youth Pride 2025



\*Scenes from the  
2025 event

# Others: YouthProject participation in the Pride Parade & Festival

As YouthProject, we are also planning to participate in the Tokyo Pride 2026 Pride Parade & Festival.

## Activities at Tokyo Pride 2026 in June

Saturday, June 6th: Youth Project booth at the Tokyo Pride 2026 Pride Festival venue.

Sunday, June 7th: Youth Project will have a booth and participate in the parade at the Tokyo Pride 2026 Pride Parade.

Saturday, June 13th, Tokyo Pride 2026 Youth Pride @WITH HARAJUKU HALL

June 14 (Sun) Tokyo Pride 2026 Youth Pride @WITH HARAJUKU HALL





# Tokyo Pride 2026 Youth Pride Sponsorship Plans

Youth Pride offers your company an opportunity to introduce your initiatives and strengthen your branding among younger audiences.

①

## Stage Content

You can feature one stage program as your company's branded content.  
YouthProject will handle planning and direction.  
Example: "Oshi Presentation supported by ○○○."

Product or costume provision, talk guests, and other participation options may be possible — please consult the sponsorship team.



②

## Booth Exhibition

Your company will have a booth in the Youth Pride area, available for workshops, novelty distribution (with restrictions), and displays.



③

## Logo display / Web page

Your logo will appear at the Youth Pride venue, in PR videos, and on the website.  
We will also create a webpage introducing your initiatives or products, with optional links to recruitment information.  
Specific logo placement details will be provided after application.



# Tokyo Pride 2026 Youth Pride Sponsorship Menu

Youth Pride offers your company an opportunity to introduce your initiatives and strengthen your branding among younger audiences.

④

## Logo Display (Parade & Festival)

- Logo displayed at the YouthProject booth in Yoyogi Park
- Logo displayed on the banner when YouthProject joins the parade



⑤

## Employee Workshop

LGBTQ+ youth members will conduct a workshop for your employees, sharing real experiences and perspectives.  
One session. Content and group size can be adjusted.

Price (excluding  
tax)

**¥3,000,000**  
(Limited to 6 organizations only)

\*Includes all menus from ① to ⑤.

Application  
Deadline

**February 28, 2026**



# Support the Youth Project throughout the year.

We are also recruiting companies to support YouthProject year-round. From October 2025, we plan to join Pride festivals across Japan, walking in parades and hosting booths.

- July 2025 ● Networking Event "Youth Rainbow Link"
- August 2025 ● In-person event: "Youth BBQ DAY"
- September 2025 ● Online Event: "2025 General Meeting"
- In-person event "HALLOWEEN PARTY" scheduled
- October 2025 ● **Participated in the Osaka "Rainbow Festa" Parade**
- November 2025 ● Monthly Events  
**Parade participation and Booth exhibition at "Kyushu Rainbow Pride"**
- December 2025 ● Parade & Booth Participation  
Monthly Events
- January 2026 ● Monthly Events
- February 2026 ● Monthly Events

- March 2026 ● Monthly Events
- April 2026 ● Monthly Events
- May 2026 ● **Participate in the "Nagoya Rainbow Pride"**  
Monthly Event
- June 2026 ● Youth Pride  
**Participate in the Tokyo Pride Parade & Booth**
- July 2026 ● Monthly Events
- August 2026 ● Monthly Events  
Monthly Event
- September 2026 ● **Parade participation and Booth exhibition at "Sapporo Rainbow Pride"**  
Parade & Booth Participation



# Youth Project Annual Sponsorship Plan

①

## Credits / Logo display

### Monthly Events

- Support credit on event titles  
*Example: "Oshi Showcase supported by ○○○○"*

### Pride Parade Participation Across Japan

- Logo on items worn during parades (planned: T-shirts, fans)
- Logo on the parade banner
- Support credit displayed inside the booth when exhibiting at Pride Festivals

### YouthProject Activity Web Page

- Logo displayed on the webpage for one year

②

## Implementation of one Original Collaborative Project

### Original Collaborative Project

*Additional costs may apply depending on content.* One project will be carried out using YouthProject members as a resource.

### Examples:

- Conducting interviews with youth as part of DEI initiatives
- LINE message distribution to YouthProject members *Content approval required; surveys also possible*
- Co-hosting a monthly event *Example: Life-planning session for youth*

Price (excluding  
tax)

① + ② ¥1,200,000

Only ①: ¥600,000



# Queer Art Exhibition

Tokyo  
Pride



# Tokyo Pride 2026 Queer Art Exhibition Overview

We will again host an open-call Queer Art Exhibition in 2026. Queer art has long been a way for LGBTQ+ communities to express identities and challenge social norms. This exhibition will showcase diverse works that share these voices and aims to support emerging artists by giving them opportunities to grow and shape the next generation of queer art.



Date and time	Mid-June 2026, for approximately 2 weeks to 1 month. (Planned)
Location/Admission	Tokyo (Shibuya, Harajuku, Shinjuku area) / Free admission
Exhibited Works	Open Call
Expected Turn out	Over 3,000 people / Approximately 2 weeks (Assumed)

\*This event may be co-hosted with the venue or partner companies.



# Tokyo Pride 2025 Queer Art Exhibition Results



Works depicting LGBTQ+ history and diverse identities showcased the appeal of queer art. Visitors connected with various emotions and experiences, deepening their understanding.

## Exhibition Period

*June 6th - 18th*

## Venue

Tokyu Plaza Harajuku  
“Harakado” 3F

## Turn Out

**2,100** ppl

## Exhibited Artists

30 artists selected  
through an open call





## Queer Art Exhibition Sponsorship Plan

Tokyo Pride 2026 Queer Art Exhibition offers sponsorship opportunities for both programming and venue operations.

### Program Sponsorship Plan

*1.5 MM JPY (excl. tax)*

#### Includes:

- Logo and company name displayed (venue, leaflets, PR materials)
- Web banner on the event's special webpage
- Sponsor message panel displayed at the venue
- Tie-up article
- Artwork display at your company

### Venue Sponsorship Plan

*Pricing:  
Consultation  
required*

#### Includes:

- Hosting the Queer Art Exhibition at your company's venue as part of Tokyo Pride 2026, supporting event operations and attracting visitors

#### Notes:

- Venue and operations must be provided by the sponsor
- Depending on the venue and location, the exhibition may not be feasible
- May require support with production depending on the collaboration format



## Program Sponsorship Plan Details [1/3]

### Production-related

Logo display (large): At the venue / on leaflets (flyers)



*\*Images shown are examples, including 2025 materials.*

### PR-related

- Featured as a major sponsor in press releases \*1
  - Company name included in images posted on official social media when announcing the event \*2
  - Logo displayed in Tokyo Pride's promotional video for the exhibition
- \*Release timing will be provided separately*



*\*SNS image (from 2025)*



*\*Pre-announcement video image (from 2025)*

\*1 Sponsor naming in press releases depends on PR policy and will be confirmed separately.

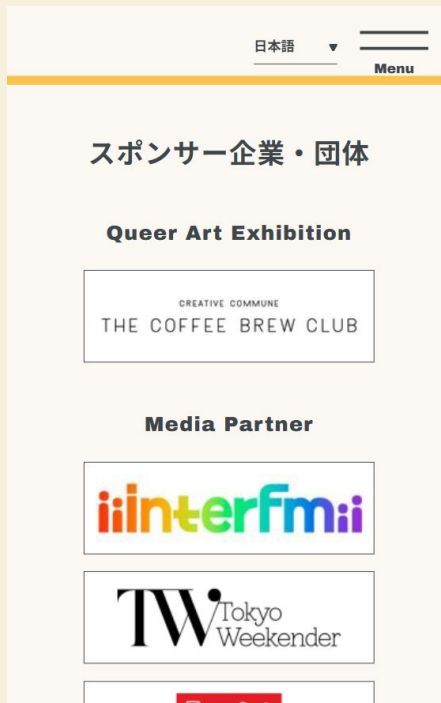
\*2 Titles, dates, and sponsor listings may be adjusted for creative consistency.



## Program Sponsorship Plan Details [2/3]

### Web Banner

Web Banner (Large): Queer Art Exhibition Official Event Website



### On-Site Panel Display

Messages such as “Thoughts on Supporting the Exhibition” will be displayed on panels.



\*Image for reference



## Program Sponsorship Plan Details [3/3]

### Tie-Up Article

An interview or dialogue-style article featuring your company's DEI initiatives.



### In-Office Display Program

After the exhibition, selected works will be displayed in your office for a limited period.

Notes:

- Availability depends on office conditions and artist schedules.
- Specific artists cannot be requested, but preferences can be discussed.
- Display period requires consultation.



\*Image for reference



# Human Rights Conference

Tokyo  
Pride



## Tokyo Pride 2026 Human Rights Conference Overview

okyo Rainbow Pride will again host the Human Rights Conference in June 2026, focusing on major human rights issues. The conference will address marriage equality–related legal reforms and intersectionality, gathering experts, activists, corporate leaders, and community members for discussion.



Date and  
time

**June 2026**

Location

**Tokyo (venue to be determined)**

Participant  
s

**Anyone can participate (admission is free).**

Example  
Themes

- Marriage equality: challenges and solutions
- Structural discrimination under anti-discrimination laws
- Easing requirements in the GID Special Act: why it matters
- Human rights through intersectionality ..and more



## Tokyo Pride 2025 Human Rights Conference Results



Community members, experts, and activists discussed LGBTQ+ human rights issues—including family systems, anti-gender movements, and media ethics—from diverse perspectives. The event provided a valuable opportunity to deepen understanding through dialogue.

### Event Date

June 22nd

### Turn Out

150 ppl

### Contents

**Keynote:** *Same Life, Same Rights — LGBTQ+ and international human rights standards*

**Session 1:** Family structures and legal definitions of family

**Session 2:** Discrimination or coexistence? Understanding media influence

**Session 3:** Analyzing and responding to global anti-gender movements





## Human Rights Conference Sponsorship Plans

This conference will bring together experts and community members from Japan and abroad to discuss concrete actions through panels and workshops. Corporate support is essential for its success, and we kindly ask for your partnership as a sponsor.

Sponsorship funds will be used for:

- **Planning and operational costs** (program design, PR, venue setup and management, guest invitations, filming, streaming, material production, etc.)
- **Post-event report creation and publication** on our website

### Sponsorship Plans

**300K JPY**

#### Includes

- **Display of company logo or name**
  - At the conference venue (banners, screens, etc.)
  - On our official website
  - In PR activities related to the conference (social media posts, press releases, etc.)
  - In the post-event report (to be published on our website)



# Pride Night

Tokyo  
Pride



# Tokyo Pride 2026 Pride Night Overview

Pride Night is an entertainment event held on the final evening of Tokyo Pride 2026, offering a space where LGBTQ+ community members and allies can enjoy music and dance. It provides a unique nighttime atmosphere filled with freedom and excitement.



Date and time	June 7, 2026 (Sunday) 6PM (scheduled)
Location	Shinjuku area (venue to be finalized) Planned to be held across two or more venues
Expected Attendance	1,000–1,500 people total across multiple venues



# Tokyo Pride 2025 Pride Night Achievements



Tokyo Pride 2025 Pride Night drew nearly 1,000 attendees and ended with great success. In response to the strong turnout, the 2026 event will be held across multiple venues.

## Venue

### AiSO TOPE LOUNGE

One of the largest clubs in Shinjuku  
2-chome

## Turn out

**1,000**ppl

## Main Audience

**Age:** Primarily 20s to 40s

**Nationality:** Overseas approx. 60% /  
Japan approx. 40%

*Mainly from Asia and North  
America/Europe*

## Sponsor

**Avex**

*(Jean Paul Gaultier "Fashion Freak  
Show")*

*Sampling and commercial screenings  
were conducted.*





# Pride Night Sponsorship Plans

Pride Night is a prime PR opportunity to reach attendees while the excitement of Tokyo Pride is still high.

## Product Sampling

**From 300K JPY (tax excluded)**

Price may vary depending on the product

## Commercial Screening on Large Screens

**100K JPY (tax excluded) per venue**

Number of screenings can be discussed

## Poster Display

**From 100K JPY (tax excluded)**

## Product Experience Booth

**Consultation required**

## Costumes/Props for Performers

**Consultation required**

\*Prices and details above are examples.

\*Bundle pricing is available when combining multiple menu options.



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  - Human Rights Conference
  - Pride Night
- 4. Tokyo Pride 2026 Application Schedule**
5. Introducing the permanent menu



Application Schedule

2025			2026					
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
	10/23 ~ 1/16							
	Special Sponsorship Plan (Gold and above) 10/23 ~ 1/16							
	Special Sponsorship Plan (Silver, Bronze) 10/23 ~ 2/28							
	10/23 ~ 2/28							
	10/23 ~ 2/28							
	10/23 ~ 2/28							
	10/23 ~ 2/28							

\* For the application schedule for the Pride Parade & Festival's individual menu items, please refer to the "Individual Plan List."



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4. Tokyo Pride 2026 Application Schedule
5. **Introducing the permanent menu**



# How to Support Beyond Pride Month

## Corporate Training & Lectures

*From 300K JPY per session (excl. tax)*

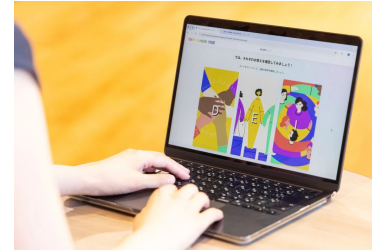


For companies that want to advance organizational understanding and mindset change through real voices from the community.

## eLearning

**NEW!!**

*From 2,500 JPY per person (excl. tax)*



For companies looking to include community perspectives and create an environment where employees can learn proactively.

## HR Consulting

*Consultation required*



For companies aiming to build DEI into their systems and operations in a sustainable way.

## Marketing / PR Advisory

*Consultation required*



For companies seeking to strengthen brand value through diversity-centered communication.



# Corporate Training & Lectures



## What We Offer

Our staff and experienced external speakers deliver trainings and lectures as instructors or guest speakers. We offer a wide range of topics and formats based on your needs.

*From 300K JPY per session (excl. tax)*



## Examples of Past Programs

**Basic understanding / All employees:**“Introduction to LGBTQ+ and Diversity”, “Take Action: Tips for Understanding and Supporting Diversity”

**Leaders / Managers:**“How Leaders Can Build Psychological Safety and Foster Diversity”

**Workplace practice / DEI promotion:**“LGBTQ+ Support and Advancing Diversity in the Workplace”, “Data Insights: Why Diversity Drives Business Growth”



## List of Instructors



**Fumino Sugiyama**  
NPO Tokyo Rainbow Pride  
Director



**Naoki Domoto**  
NPO Tokyo Rainbow Pride  
Director



**Mio Yoshimura**  
NPO Tokyo Rainbow Pride  
Training & Consulting



**Yuri Igarashi**  
Representative, Rainbow Knots  
LLC



**Yuli Kim**  
Inclusion Teacher  
Representative



**Bourbonne**  
Cross-dressing performer/writer



**Baby Vaggy**  
Drag Queen



## eLearning

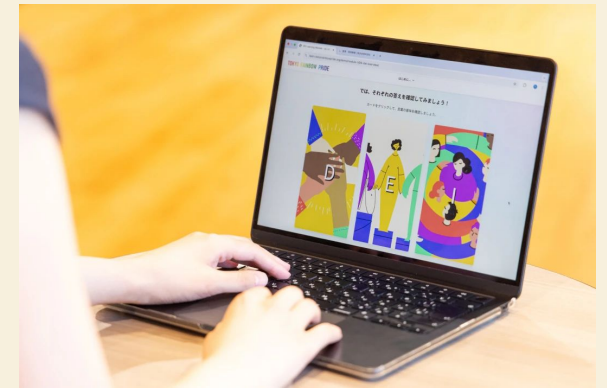


### What We Offer

We provide e-learning programs that cover DEI systematically—from definitions to microaggressions, privilege, and practical actions—featuring topics that can be applied in daily work.

1名 ¥2,500(税抜)~

Discounts are available depending on the number of learners. Please contact us for details.



### Recommended For Companies That:

*Have done harassment or compliance training but are new to DEI-focused training*

*Want to raise DEI literacy across the organization*

*Need to update internal training as DEI trends evolve*



## eLearning - Content

### Understanding the Basics

**Learning how DEI connects to daily work and life.**

- ❑ DEI definitions
- ❑ Visible & invisible attributes
- ❑ Latest DEI news



### Gaining New Perspectives

**Recognizing biases and why reducing them benefits business.**

- ❑ Importance of DEI practices
- ❑ Unconscious bias
- ❑ Microaggressions
- ❑ Privilege




### Applying DEI to Everyday Life









**Building a mindset to practice DEI sustainably.**

- ❑ Psychological safety & boundaries
- ❑ How to respond to microaggressions
- ❑ Resources for continued learning



# eLearning - Release Schedule (Tentative)

 : Estimated release date

		2025	2026			
		Q4	Q1	Q2	Q3	Q4
Basic Knowledge	Module 1: What is Diversity					
	Module 2: What are Equity & Inclusion					
New Perspectives	Module 3: Unconscious Bias					
	Module 4: Microaggressions					
	Module 5: Understanding Privilege					
Applying DEI to Daily Life	Module 6: Conditions for Being Inclusive					
	Module 7: Inclusive Actions in Practice					
	Module 8: Sustaining DEI Practices					

# Marketing / PR Advisory



## What We Offer

We support LGBTQ+-inclusive marketing, PR, and product/service development.

*Consultation  
required*



## Recommended For Companies That:

- *Feel unsure whether their products are truly inclusive*
- *Want to reflect community voices and create products/services that resonate*
- *Want to communicate genuine commitment to diversity but are unsure how to proceed*



# HR Consulting



## What We Offer

**Consultation  
required**

**We help organizations build safe and inclusive workplaces.  
We provide practical guidance on hiring, training, and policy design  
with a focus on gender and sexuality-related bias.**



## Recommended For Companies That:

- *Want to create an inclusive workplace but are unsure where to start*
- *Want to address gender and sexuality-related bias in hiring and training*
- *Want concrete policy design and advice to build a more inclusive environment*

## From “Visibility” to the Next Step

Japan’s first Pride Parade was held in Tokyo in 1994.

The courage of those who walked then has been carried forward by the LGBTQ+ community and allies, and after 30 years, **Pride parades have grown into a nationwide movement.**

Tokyo Rainbow Pride has worked with many of you to advance visibility and public understanding of LGBTQ+ communities.

Today, we stand at a new turning point — **moving beyond visibility to address urgent issues such as legal reform, human rights, and equity.**





## Pride in Bringing Pride Into Everyday Lifelife.

Even today, LGBTQ+ people continue to face challenges in many parts of daily life.

At work, some hesitate to speak about their partners or families. Some insurance and benefit systems do not recognize same-sex partners, leaving people unable to access them. In schools, some students become isolated because of their sexual orientation or gender identity. In healthcare, housing, and employment, being an “unseen” or “unaccounted-for” presence quietly harms LGBTQ+ individuals.

Support from companies can be a powerful driver of social change.

To ensure that change truly takes root, **ongoing action from each person in their daily lives is essential.**

We rely on the support of individuals like you.

## Toward Becoming a Certified Nonprofit Organization

To further expand our work, Tokyo Rainbow Pride is aiming to obtain certification as a “Certified NPO.”

Once certified, donations from supporters become eligible for tax benefits, and a portion of the donation amount can be deducted from individual or corporate taxes.

One requirement for certification is receiving donations of 3,000 JPY or more from an average of at least 100 donors per year.

Your contributions support:

- Education and awareness initiatives for future generations
- Creating safe and welcoming community spaces
- Running more inclusive events

For details, please scan the QR code on the right.

**We are registered with Benevity**  
Please consider using it as an  
employee-giving option.





## Contact Us

If you have any questions or need clarification, please feel free to reach out using the form below.



Inquiry Form for Tokyo Pride Sponsorship

 We are also preparing an FAQ page. It is scheduled to be released around November, so please stay tuned.