



## **Pride of the Americas® Application & Licensing Requirements (rev 5/21/19)**

### **Section 1 - Pride of the Americas Mission Statement**

Pride of the Americas (POTA) unites the cultures of North, Central and South America and the Caribbean with the spirit of Lesbian, Gay, Bisexual and Transgender pride to raise awareness of the challenges and accomplishments of the LGBT+ community in the western hemisphere.

### **Section 2 - Pride of the Americas Origin and Intent**

In October of 2017, Pride of the Americas was established by Pride Fort Lauderdale, a 501(c)3 nonprofit corporation registered in the state of Florida, USA, to address the lack of representation of LGBT+ Pride in Latin America and the Caribbean.

Future Pride of the Americas host organizations will be selected by the Pride of the Americas Committee. Pride of the Americas will be held no more than every two (2) years beginning in 2020 and in alternating years of WorldPride. It is the intent of POTA to compliment and never compete with WorldPride, so POTA will not be held in the same year of a WorldPride.

Pride of the Americas may only be hosted by a financial stable Pride organization located in the western hemisphere that can demonstrate the ability to execute this event and further the mission of POTA.

### **Section 3 - Application Requirements**

Eligibility is contingent upon these requirements:

- A. Applicant organization must be a member in good standing of InterPride and located in the western hemisphere.
- B. Applicant organization must have organized and executed at least three (3) Pride Events within the previous four (4) years.
- C. Applicant organization must be a fiscally stable organization with no operating deficit exceeding ten percent (10%) of revenues in the previous four (4) years.
- D. Applicant organization must propose to hold the Pride of the Americas event at least two (2) years after application is presented to and approved by review board.

### **Section 4 - Application Content**

Application for the Pride of the Americas title must include the following:

- A. Completed Pride of the Americas application.
- B. A full description of the history and legal status of the applicant organization and its structure.
- C. The proposed date and geographic location of the event(s).
- D. Details of the proposed program, including:
  - a. an opening ceremony;
  - b. a march, parade or similar demonstration;
  - c. conference(s) and/or workshop(s) on various aspects/issues of LGBT+ life; and
  - d. a closing ceremony.

- E. A full description of the political context of the program, its projected impact on a global scale and how the program will meet the mission statement and provide measurable outcomes to the Pride of the Americas brand.
- F. A proposed business plan for the event that includes the following:
  - a. budget;
  - b. organizational structure; and
  - c. key personnel.
- G. A proposed marketing plan for the event, including:
  - a. a timeline;
  - b. format(s) of marketing;
  - c. projected costs of marketing;
  - d. how the Pride of the Americas brand will be represented; and
  - e. key points that will be emphasized in marketing efforts.
- H. General information about the host city/region/country, including:
  - a. international airport location;
  - b. transportation to/from the event(s);
  - c. relevant health and safety/security issues;
  - d. political climate towards LGBT+ people; and
  - e. accommodation availability and cost(s).
  - f. A brief description of LGBT+ life in the host city/region/country.

The application must clearly specify how the event will be culturally diverse and evidence the desire to embrace and respect the participation of the international LGBT+ community.

### **Section 5 – Supporting Documents**

Applications must be accompanied by as many of the following documents as possible. If any of these documents cannot be obtained, a reason must be given as to why the document(s) is unavailable.

- A. Letters of support from:
  - a. organizations within the city/region/country where the event(s) will take place, exhibiting their support;
  - b. government officials (mayor, city council, governor, president, prime minister, etc.);
  - c. LGBT+ businesses in the city/region/country of the event(s);
  - d. local media;
  - e. prospective sponsors;
  - f. local tourism authorities;
  - g. travel partners (airlines, hotels, travel agents, car rental agencies, etc.) and other event partners; and
  - h. human rights organizations.
- B. Documentation regarding the background of the application, describing the special political, cultural or social reasons for hosting the event(s).
- C. Biographical information on the key personnel who will be involved in the planning and execution of the event (at the time of application).

### **Section 6 – Application Submission**

Applications for Pride of the Americas will only be considered at least two (2) years in advance of when it is scheduled to take place.

Written and/or electronic applications shall be provided to the Pride of the Americas Committee by no later than July 31. A non-refundable fee of US\$500, submitted to Pride of the Americas, must accompany applications. The application will be considered incomplete if payment is not received by application deadline.

Applications found to meet the requirements of Sections 3, 4 and 5, above, by the Pride of the Americas Committee will be permitted to present their application to the committee.

### **Section 7 – Application Presentation**

Each applicant organization shall be provided with up to thirty (30) minutes to make a presentation regarding their application for the Pride of the Americas title. The applicant organization is responsible to coordinate any technical needs they might have for this presentation.

The presentation(s) shall be followed by a question and answer period of no longer than fifteen (15) minutes for each organization.

### **Section 8 – Application Selection**

- A. An application for the Pride of the Americas title shall be provisionally granted to an applicant organization selected by the Pride of the Americas Committee.
- B. Should only one application be considered and the bid is not selected by the Pride of the Americas Committee, no provisional license shall be granted.

### **Section 9 – Requirement Suspension**

The Pride of the Americas Committee, upon the request of a bidding organization and, through the majority vote of the committee present and voting, may suspend one or more provisions of Sections 3 and/or 11.

### **Section 10 – Licensure – General**

The provisional license of the Pride of the Americas title is contingent on the applicant organization and Pride of the Americas President entering into a signed licensure agreement containing the terms and conditions upon which the usage of the Pride of the Americas title is authorized by the Organization. The agreement must be entered into within ninety (90) days of awarding provisional license. This time frame may be extended by no more than thirty (30) days through mutual agreement by the parties listed above. The applicant organization shall be authorized to bare the title from the day after the provisional license their selection until the day after the closing ceremony of their event(s). After this timeframe, the applicant organization shall be authorized to use the title “Organizer of Pride of the Americas (year).”

**Section 11 – Licensure – Specifics of Agreement**

- A. The ability for Pride of the Americas to withdraw the Pride of the Americas title and revoke licensure should the applicant organization be found to be acting contrary to the licensure agreement (including not holding the event in the year that was proposed), including the mission statement of the event, standing rules and other governing documents of the Organization, must be incorporated into the licensure agreement.
- B. A program of accountability between the applicant organization and Pride of the Americas must be incorporated into the licensure agreement.
- C. Quarterly reporting of the progress of the event(s) to the Pride of the Americas Committee shall be required in any licensure agreement.
- D. Annual in-person reporting of the progress of the event(s) shall be required in any licensure agreement.
- E. The licensure agreement must require that the applicant organization make a post-Pride of the Americas report, including a detailed written report on the conduct of the event(s) and a full set of audited accounts and evidence of the taxation status of the applicant organization. Financial information must be submitted to the Finance Committee via the Treasurer one (1) month prior to the presentation in question.
- F. The licensure agreement must require that a non-refundable licensure fee of US\$15,000 be paid to Pride of the Americas. The first installment of at least US\$7,500 will be due upon execution of the licensure agreement. The final installment will be due no later than ninety (90) days prior to the event's scheduled opening. The installment plan will be detailed in the agreement that is signed by both parties.
- G. Any organization applying to host a Pride of the Americas event may request a waiver of part of the licensure fee. The organization must demonstrate a compelling reason for this request. The request should be submitted to the Pride of the Americas Committee as part of their bid.
- H. The Pride of the Americas Committee shall ensure that their all concerns regarding the application be addressed in the licensure agreement.