



PRIDE
PHOTO
AWARD

**PARTNERSHIP
OPPORTUNITIES >**

PARTNERSHIP OPPORTUNITIES

IS YOUR COMMITMENT TO DIVERSITY VISIBLE?

Diversity and inclusivity are important values in your company. We applaud that. Pride Photo Award offers to help you visualize diversity, both within your own organization and for your stakeholders. Pride Photo Award is an annual international contest for photos about sexual and gender diversity. Every year the exhibition of high quality, engaging images draws a great deal of attention in Amsterdam.

HOW CAN PRIDE PHOTO AWARD HELP YOU?

Visualizing sexual diversity and opening up a dialogue about the topic is not always easy. We can support this in the following ways:

- Exhibit the winning photos at your office for a period of one month (excluding installation costs)
- An exclusive preview of the exhibition, to which you can invite relations
- Two seats at the Award Ceremony, where you can meet the jury and the winners
- Your logo in all external communications for the 2015 edition, including the exhibition at the majestic Old Church in the center of Amsterdam

As a member of Pride Photo Award in Business you join companies such as Van Doorne, Akzo Nobel and DNB who have supported our activities with a contribution of € 5.000 or more.

GOALS OF PRIDE PHOTO AWARD

We strive to organize the international photo competition annually, to increase awareness of sexual and gender diversity and to show the public the beauty of diversity. With photos and debates we also reach out to young people in challenging circumstances.

FACTS AND FIGURES

The basis of Pride Photo Award is the annual contest. In 2014 a jury, consisting of internationally renowned experts in the field of photography, judged 3.600 images that were submitted by 375 photographers from

62 nationalities. The 12 winners in four different categories and three Special Mentions featured in the Old Church. The exhibition was visited by over 28.000 people. A virtual tour of the exhibitions of [2014](#), [2013](#), [2012](#) and [2011](#) is available on our website: www.pridephotoaward.org.

With your support we can:

- Organize the contest every year, to spread and visualize the message of the value of diversity
- Attract a top jury of internationally renowned photography experts
- Maintain the high level of entries and images at the exhibition and continue to grow, reaching more people all over the world
- Attract about 25.000 visitors to the exhibition in the Old Church in Amsterdam
- Place photo panels in various districts of Amsterdam that reach about 30.000 people per district
- Reach out to young people with a message of diversity through local debates

For more information and/or questions about the partnership:

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The winning Photo of 2015, 'Boy' by Parisa Taghizadeh, shows a five year old who loves beautiful, colorful objects generally associated with girls. His mother allowed him to be himself and choose his own path.

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**Margriet van der Linden,
chair of Pride Photo Award**

"As a partner of Pride Photo Award we help you visualize your commitment to diversity, both within your company and beyond, and you contribute to a culture of inclusivity in your company, in Amsterdam, in the Netherlands and abroad."



**Boris Dittrich, Human Rights Watch;
member of the Committee of Recommendation**

"I often meet people who base their opinion about LGBT people on myths and stereotypes. The only way to counter these myths and stereotypes is by showing people what reality looks like. Visibility of the LGBT community is an essential first step to counter these myths and stereotypes. Pride Photo Award is a welcome addition to that visibility."



**Mark Emdin, Senior Organization Effectiveness
Consultant at the Royal Dutch Shell**

"The Pride Photo Award exhibition held at Shell's global headquarters coincided with Shell hosting the 8th Workplace Pride International conference on LGBT issues in the workplace. The collection of photos wonderfully portrayed both the normality and challenges of being LGBT around the world. The reactions were overwhelmingly positive. Having the photos on display in our global headquarters not only raised the visibility of the topic but was also highly appreciated by our LGBT employees as a sign of ongoing support."



**Said Maaouane, youth worker Dockzz,
Amsterdam North**

"The attendance of the debate about 'being different' in Amsterdam North was very high, including many young people with an Islamic background. It struck me that they showed each other a lot of respect and that everyone could share their story. One of them was an intern who worked for us, who was very open and honest about his story. He said he is bisexual. It was wonderful that he could be so open about it and there was so much acceptance. This is certainly due to the debate."

PRIDE PHOTO AWARD IS INITIATED AND SUPPORTED BY: COC AMSTERDAM | STICHTING HOMOMONUMENT | IHLIA LGBT HERITAGE. **WE RECEIVE SUPPORT AND ADVICE FROM:** FOAM (PHOTOGRAPHY MUSEUM AMSTERDAM) | WORLD PRESS PHOTO. **BOARD:** MARGRIET VAN DER LINDEN, CHAIR OF THE BOARD, WRITER AND OPINION MAKER | PIET BOOGERT, SECRETARY OF THE BOARD, GENERAL MANAGER AT LOYD HOTEL / CULTURAL EMBASSY | WIEBE DE VRIES, TREASURER, OWNER OF BLOOM TAX | LONNEKE VAN DEN HOONAARD, DIRECTOR OF IHLIA LGBT HERITAGE | MAURITS MUSCH, RELATIONSHIP MANAGER ROYAL CONCERTGEBOUW ORCHESTRA | DICK VAN BOKHORST, HEAD OF CORPORATE BRANDING AND COMMUNICATIONS AT DE BRAUW BLACKSTONE WESTBROEK