

How to

Make Your Own

Pride Prom

Table of Contents

Introduction	4
Event Description	5
Committee Breakdown	6
Timeline	7
Chapter 1 General Committee	9-10
Chapter 2 Decorating Committee 13	11-
Chapter 3 Entertainment Committee	15-16
Chapter 4 Host	17-19
Chapter 5 Prizes Committee	21-24
Chapter 6 Media Committee	25-28
Chapter 7 Logistics Committee	30-34

Introduction

A whole lot of people and organizations contribute every year to making the Pride Prom a wonderful success. Partnerships with other groups and individuals throughout the City of Toronto (and beyond) create a shared wisdom and experience that have been invaluable in the process of developing material for this manual. We cannot possibly name everyone, but here is a list of some of the groups that have contributed to making a difference, year in year out:

Buddies In Bad Times Theatre
Central Toronto Youth Services
Central Toronto Youth Services
Earl Haig GSA
Pride Toronto
SEE School
Supporting Our Youth (Sherbourne Health Centre)
the amazing teachers from Peel Region
Toronto District School Board Trustees
Triangle Program (Oasis Alternative Schools)
Unionville GSA
University of Toronto Schools GSA
Ursula Franklin SASS
York Mills Collegiate GSA

Event Description

The Pride Prom is an end-of-year celebration & graduation party for lesbian, gay, bisexual, and transgender high school students in Toronto. The Pride Prom is a fabulous, end-of-year celebration & graduation party for Toronto's lesbian, gay, bisexual, transgender and transsexual (LGBT) high school students (and their guests), where every year over 150-200 queer and trans youth and their friends join us as we crown the Pride Prom King, Queen, and Ace! The Pride Prom features celebrity hosts, food, entertainment, spinning by well-known DJ's, contests and prizes. Past hosts have included comedian Trey Anthony, Elvira Kurt, Much Music's VJ Sook Yin Lee and Enza 'Supermodel' Anderson. This is definitely an event you won't want to miss!

Pride Prom Committee Breakdown

Each committee has its own share of tasks and responsibilities. At the beginning of the New Year (early January) the General Committee (staff members of Triangle and SOY) meet to kick start the process of planning and implementing the Pride Prom. The Sub-Committees join the planning/implementation process in the preceding months. During committee meetings each sub-committee must report on progress to the general committee for review, feedback, and suggestions. [Each committee helps each other.](#)

- 1. General Committee**
- 2. Staff from Triangle and SOY**
- 3. Youth & interested community members**
- 4. Sub-committees**
 - a. Media/Promotion**
 - b. Entertainment**
 - c. Prizes**

d. Decorating

e. Logistics

An example of the Pride Prom timeline can be found on the following page.

Pride Prom Timeline:

	Major tasks	Priority
Jan.	First " Staff " mtg. - Confirm date, Book the space Set budget, etc. (Build up interest, recruit youth) Set first general committee mtg. (late Jan./early Feb.)	
Feb.	General committee meeting – Subcommittees with co-chairs , Start/choose a theme , Identify host(s) to court & pursue Identify DJ's & court & pursue START poster design	Youth on committee Committees with co-chairs Start making decisions!
March	Media strategy to court & pursue, or ???? , or _____ Start thinking decorations (theme should be set) – budget allocation OK? Confirm details for Poster , work on completion	Need the host to be set by end of month (or a real scramble) Poster
April	Poster completed and passed by committee by early April, printed by mid-month and distributed in schools & to agencies by mid/late month More decoration plans/planning	Need the DJ's to be set by end of month (or a real scramble)
May	Outreach as phone calls to youth groups re: prom Media - _____ postering Church St etc (possible ?) firm up decoration plans, including crew <i>letter to mailing list re: expense & youth</i>	Media !!!!
June	More outreach phone calls	Cross your fingers

General Committee

General Committee

Roles and Responsibilities:

- ✚ During the first official January meeting, the staff members of SOY and Triangle meet to discuss:

1. The Budget
 - a. See template from previous year (included)
2. Confirm Date
3. Book the space
4. Building interest and recruiting youth from Triangle Program, SATEC, University of Toronto Schools, Ursula Franklin Academy and other places, as well as interested adults.
 - a. Information is provided on Triangle website and newsletter.
 - b. SOY—information posted on list-serve

Pride Prom Member/Participant Contact List

Name	Committee	Phone	Can we leave a voice message?	E-Mail Address

Decorating Committee

Decorating Committee

Roles and Responsibilities: The Pride Prom Decorating Committee is responsible for the decorating of the Pride Prom, including:

- ✚ Gathering feedback from the Pride Prom Committee based on the themes for this year's prom
- ✚ An overall plan to be approved by the full Pride Prom Committee (including set up, take down, and pre-day plans)
- ✚ A budget to be approved by the full Pride Prom Committee
- ✚ Accessing materials and supplies as inexpensively and environmentally consciously as possible
- ✚ Requesting people needed to do any pre-day preparations
- ✚ Requesting people needed to do on-the-day set up and decorations

Rationale:

- ✚ Want to confirm the plan is "do-able" and has all the person-power needed to make it happen
- ✚ Want to support the Decorating Committee in accessing materials and supplies in the most cost-effective and environmentally conscious manner (without undue hardship in this). Both SOY and Triangle can often access materials cheaply or thru donations
- ✚ We know that this Committee has a huge responsibility—and we would like to support them as much as is needed

Tasks/Duties:

During the months of April and May, the Decorating Committee has many tasks and duties.

- ✚ Decide on a decorating budget
- ✚ Examine the venue and decide on possible "key areas" for decorating (i.e. stage as a focal point, stairs, buffet tables, individual tables...etc)
- ✚ Brainstorm decorating ideas related to the Pride Prom theme
- ✚ Discuss decorating time-lines and materials
- ✚ Assign tasks and duties
- ✚ Provide progress reports and decorations task breakdown for all committee meetings

Entertainment Committee

Entertainment Committee

Roles and Responsibilities: The Entertainment Committee is responsible for finding a DJ(s) to spin for the evening's festivities, as well as a host. The Decorating Committee must also create information packages for both the DJ(s) and the Host. Second, the committee must create the program for the night and introduce the Ace, King, and Queen and announce the winners.

The Criteria for the DJ include:

- ✚ Wide range of music
- ✚ Some experience
- ✚ Being respectful
- ✚ Taking requests
- ✚ Work well with the Venue staff and Prom Committee
- ✚ Good communication skills
- ✚ Take direction
- ✚ Diversity

Tentative DJ schedule for Pride Prom:

7:30pm—Arrival including set up and sound check

8:00pm— start spinning until 9:00pm

9:00pm—Introduction to the Prom by Host

9:20pm—more music until 10pm when the King, Queen, Ace nominees are announced

10:20pm—more music until 11:40 pm when the King, Queen, Ace are announced

12:00pm—more spinning until 12:30-1:00am

HOST: The host must be a representative of the GLBT community. Past hosts have included comedian Elvira Kurt, Much Music VJ Sook Yin Lee and Enza "supermodel" Anderson. The host must be given information on the evening's festivities. *Please see notes for the Pride Prom Host.*

HOST

Example Notes for the Pride Prom Host:

NAME OF HOST

Thank you for agreeing to be the host for this year's Pride Prom. We're thrilled that you're going to "guide" us through the evening.

Things you need to know:

- The prom starts at 8:00pm; you should arrive by 8:30pm
- There will be someone assigned who will be your assistant/liaison for the evening. She/he will have an up-to-date-copy of the program for the evening, and will be able to answer any questions and be available to deal with any concerns you may have.
- Your first time "on" is at 9:00pm
- The crowning of the Prom King, the Prom Queen, and Prom Ace will happen around midnight. After final wrap-up messages you will be officially finished for the evening.
- We will be able to give you a cheque for the \$100.00 honorarium on the evening.

For your information we will send copies of:

- the package we've put together for the media. This includes information on this year's prom, about both host organizations - Triangle and SOY and articles from previous years.
- last year's evening program (the format and timing will be much the same for this year).
- we hope that you find the information useful.

That said... some **quick details on the Pride Prom:**

- This is the _____ year of the Pride Prom
- This year's theme - _____
- The Pride Prom is open to lgbt students and their straight allies from across the Greater Toronto area.
- Supporting Our Youth (SOY) and the Triangle Program are the 2 host organizations
- The space is donated by Buddies in Bad Times Theatre
- The Food is donated by a group of educators from the Peel School Board

- Youth can choose to compete for Prom King, Queen or Ace, but can only enter one category.
- The "Ace" category is to recognize that not all youth fit into, or identify, along gender lines. We've tried for a category that isn't about gender, but all about being fabulous.

Prizes Committee

Prizes Committee

Roles and Responsibilities: The Prize Committee is responsible for locating local businesses to donate prizes for the Pride Prom. They must draft a formal letter to be sent to all possible businesses. As well, once prizes have been donated from various businesses another letter must be sent to formally thank them for their donation. An example of formal letters and a donation record table can be found on the following pages.

Once prizes have been donated, the general committee must decide on the categories for which the prizes will be given. Some examples of categories include: best dressed, door prizes, best dancer, most romantic couple, most likely to host own show/throw own fab party etc., person who best represents Pride, best themed outfit, best hair, best hat, and best prop.

Prize Donations Sample Letter:



365 Bloor Street East, #301
Toronto, ON M4W 3L4
Phone: 416-324-5077 Fax: 416-324-4188
soy@sherbourne.on.ca www.soytoronto.org

June 8, 2006

Dear LGBT supportive business:

As you are no doubt aware, one of the most anticipated events of Pride Week for LGBT (lesbian, gay, bi, trans) high school students in Toronto is the annual **Pride Prom** held by the Triangle Program and Supporting Our Youth.

As the 11th annual **Pride Prom**, this year's theme being: *A 60's Revolution*, will not disappoint those who attend. Young and dynamic, Taufiq, a previous Pride Prom Queen, has agreed to host this year's event. We are grateful to Buddies in Bad Times Theatre who have generously donated the Cabaret Space and staff for the evening of the Prom.

We are hoping that your business will be able to donate one or more of the prizes for the evening. The **Pride Prom** committee has a number of different contests: best dancers, best theme costume, most romantic couple, etc., and of course there is the much coveted and ever popular election of the Prom King, Queen, and Ace.

In return for your sponsorship, your generosity will be acknowledged in the evening's printed program and by the host, as well as a thank you on the Supporting Our Youth (SOY) website.

We hope that you will be able to contribute something and thank you in advance for your cooperation in making this event for LGBT high school students from across Toronto a memorable evening.

If you require further information, please do not hesitate to contact:
Clare Nobbs at SOY 416-324-5077

Yours with pride,

The ▼Program/SOY **Pride Prom** 2006 Organizing Committee

Example Thank-You Letter:

July __, 200_

_____ company

Dear _____,

On behalf of the Pride Prom 200_ organizing committee we would like to thank you for your generous donation. The prize went to a youth attending the prom and helped create a sense of community and celebration.

We are very grateful for your support of the lgbt youth in our community and of Pride Prom 200_: _____

Yours in pride,

The Pride Prom Organizing Committee

Example Donation Record Table:

	Prize	Date Received	Business' address	Picked up or Delivered?	Thank-you letter sent?
1					
2					
3					
4					

Media Committee

Media Committee

Roles and Responsibilities: The Media Committee has many roles and responsibilities.

First, they must design the poster, flyers and handbills which represents the Pride Prom theme. The poster must include all pertinent information (date, place, time, logos, wheel chair access, etc). Once the poster has been finalized and approved by the committee, it must be sent to the printers.

Second—posters must be distributed to schools and community organizations

- cover letter to be sent to TDSB schools
- Posters will be placed in businesses, on Church St., in the Annex etc. Notices can also be placed on the internet.
- A strategy for posting on list-serves, Facebook, and personal blogs/diaries must be Co-coordinated.

Media Packages:

Media packages are to go to local media organizations (Toronto Star, Sun, radio stations, etc.). The Media Committee is also responsible for:

- ✚ Responding to requests for interviews and information, which can include media training....Media message, Quick facts-----staff at Triangle and SOY help coordinate this piece.
- ✚ Possible articles to include in packages (Why the Pride Prom is So Great, The Pride Prom: A celebration...)
- ✚ Media Kits sent to Press and local media organizations
- ✚ Media training as needed
- ✚ Access resources (www.tipsandtricks.com/interviews.htm)
- ✚ Interviews/Articles

Possible Contents for the Media Package:

Introduction letter

Poster

Testimonial

Articles

Press Release

Brochures from Coordinating Organizations

Advertisements

Outreach/Publicity and Promotion:

- ✚ Free Listings in community papers
- ✚ Media Release through e-mail youth at organizations and e-lists, list-serves, TDSB internal poster distribution, strategic postering throughout Toronto (cafes, bookstores, restaurants, art spaces, etc.), massive hand-billing at youth events (ie. Hussihop, Homohop, Vazaline, Grapefruit Soy group, Soy network and other youth initiatives, Triangle network.
- ✚ No video taken in Prom itself

Example Ads from local newspaper:

PRIDE PROM NEEDS VOLUNTEERS!

The Pride Prom Crew is already at work to create the great high school end-of-year party in June! We need your help for decorations, entertainment, media and more. Next Meeting: **Tuesday Feb 12th** at 5:00 PM at the SOY Offices. All welcome! Call 416-924-2100 x 264 for more info.

RED HOT PRIDE PROM!

The Triangle Program, in partnership with SOY, presents RED HOT PRIDE PROM 2002 a totally hot event for lgbt high school students and their friends! Featuring All stars Enza "Supermodel" Anderson, XENON and the famous Prom King & Queen Contest. **Tuesday June 25**, 8pm-1am at Buddies In Bad Times Theatre, 12 Alexander Street. Tickets are \$10.00 (advance only). For info and tickets call SOY @ 416-924-2100 ext. 264 or Triangle @ 416-406-6228.

Pride prom 2001: 'STARBURST'!

The Triangle Program, in partnership with SOY and the Catalyst Center present - an inter-galactic Prom for lgbt high school students and their friends! Featuring MuchMusic VJ SOOK YIN LEE, DJ WASABI, XENON, prizes, contests and much more! Monday June 18, 8pm-1am at Buddies In Bad Times Theatre, 12 Alexander Street. Tickets are \$10.00 (advance only). For info and tickets call The Triangle Program @ (416) 406-6228 or e-mail soy@soytoronto.org.

Example Press Release:

----- For Immediate Release -----

The Triangle Program, Canada's only classroom for LGBT youth
in partnership with **Supporting Our Youth (SOY) PRESENT:**

LIFE'S A BEACH! PRIDE PROM 2003

***A TOTALLY HOT & STEAMY EVENT FOR
LESBIAN, GAY, BISEXUAL, TRANSGENDER, TRANSSEXUAL HIGH SCHOOL
STUDENTS AND THEIR FRIENDS !!!***

TUESDAY, JUNE 24, 2003

12 Alexander Street, Buddies In Bad Times Theatre
(2 blocks south of Wellesley, East off Yonge)

FEATURING ALLSTARS . . . * Host JANE (a.k.a. Sky Gilbert)
* Dj JAZZ & Dj JOLA

PLUS... The Pride King, Queen & *Ace* Contests, Prizes & More !!!

Looking for a safe yet fun way to celebrate the end of your school year?

We'll see YOU at the 'Life's A Beach' Pride Prom! The Pride Prom is a fabulous, end-of-year celebration & graduation party for Toronto's lesbian, gay, bisexual, transgender and transsexual (LGBT) high school students (and their guests), where each year over 150 queer and trans youth and their friends join us as we crown the Pride Prom King, Queen and our newest category The Ace! The Pride Prom always features celebrity hosts, food, entertainment, spinning by well-known DJs, contests and prizes. Past hosts have included comedian Elvira Kurt, Much Music VJ Sook Yin Lee and Enza 'Supermodel' Anderson. This is definitely an event you won't want to miss! **You'll have a hot and steamy time...Life's A Beach!**

'For one night, queer youth will have the opportunity to participate in a quintessential high school tradition openly, in their own way, without fear of violence or ridicule, without having to once look over their shoulder.'

- Xtra! Magazine, Rachel Giese

"Even if you're out at a regular school that let's you bring a same-sex date, most queer youth don't want to feel like freaks at their prom. The Pride Prom is important 'cause queer identities are normal and celebrated, not just tolerated. Everyone can be happy with who they are."

- Prom King 2002, Andy Scheim

For more information, contact The Triangle Program (416-406-6228 x169)

Supporting Our Youth (416-924-2100 x264) or Steve Solomon (416-397-3749)
Check out our websites! <schools.tdsb.on.ca/triangle> <www.soytoronto.org>

Logistics Committee

Logistics Committee

Roles and Responsibilities: The Logistics Committee is responsible for organizing food, 2 police officers, tickets and chaperones.

Food:

- + Food is set up as a buffet
- + Don't forget plates, napkins, glasses...
- + The food also corresponds to the current year's theme (i.e. For "Through the Looking Glass" theme—food might include: Cookies, brownies, squares, psychedelic food colouring, bright foods, cookies, tarts, Queen of Hearts stuff, candies for tables, mushroom candies? Check Sugar Mountain? FRUIT!)

Police: By law, 2 police officers must be present at Prom.

- + They must be contacted 2 weeks prior to the event
- + Contact the regional district police station
 - o Fax #: 416-808-5862
 - o Tel. #: 416-808-5231
- + Rate of pay ~\$50/hour × 2 (~ from 8:30 pm-12:30 am)

Example of Police Request Letter:

Date: _____

Attention: P.C. A. Downie

Fax #: 416-808-5862

Tel. #: 416-808-5231

Re: Policing for Triangle Pride Prom

Please send two police officers to work at Pride Prom located at _____. It will be held on _____. We need the officers from 8:30pm to 12:30 am. This is a prom for high school students who identify as gay, lesbian, bi or transgender. It is sponsored by the Toronto District School Board and there is no alcohol being served. Please let us know

what the rate of pay is. We will pay cash to the officers. If you have any questions you can call me at the number listed above.

Sincerely Yours,

Ticket Selling Guideline:

- + \$10-\$12/ticket
- + The person buying the ticket(s) must be a student in high school
- + Students can buy a ticket for themselves and 2 ADDITIONAL tickets for guests of their choice (guests don't need to be TDSB students)
- + No IOUS!
- + If you sign out tickets to sell, you are responsible for turning in the money and any unsold tickets
- + Fill out the top and bottom parts of the ticket with student name and school (and guest name if it is for a guest); give the ticket buyer the top part and keep the bottom part to return along with the money.
- + Donations: Adults buy tickets for any youth to go to Prom

Ticket Accounting:

Name of Prom: _____

TICKET SALES

page ___ of ___

Ticket #'s	Person selling tickets	Returned: Sold A	Returned: Unsold B	Discounted tickets C	\$ submitted (total of A/B/C)	\$ rec'd by date

Chaperones:

All chaperones are responsible for helping the Prom to run smoothly. *There should be a name tag for each chaperone at the ticket table. Chaperones can wear it for the evening as it will allow the committee to easily identify anyone not accredited.*

Some of the things that may be expected:

- Just to be around, to sort of mingle as appropriate to make sure things are running smoothly.
- If inside - keep an eye out for safety stuff (people hanging off the rafters, a drink puddle on the floor, garbage that needs cleaning)
- If outside - keep an eye out for other stuff, like obvious intoxication, drug deals, obvious physical threats, "weird" people hanging around. (Remember though, that there are police there - so we don't need to be "security" or put ourselves at risk).
- Direct non-nametag adults to see coordinators (often they are media people crashing the event)
- Coordinators should be "floating" (not assigned another job) so they can help deal with anything that you're not sure about.
- Have FUN, encourage the youth to have fun.

Expectations for the specific positions:

Stage Manager:

- To make sure that the host and dj's are on-track, and the evening moves forward as planned (see the running order program for the night).
- To deal with any requests to add or modify the program for the evening (marriage proposals, singing offers)
- To work with the prizes crew and the King/Queen/Ace crew as set out in the program.

Assistant to the Host:

- Greet the host when they arrive and give them all the info for the evening.
- To assist them as needed during the evening

Tickets/Security – (a presence both inside and outside):

- Keep order and good cheer in the line-up (usually before 9:00pm).
- Take tickets/money, stamp hands, and give info about the K/Q/A contest.
- “hang out” both inside and out, keeping an eye out for anything dangerous or not right.

Prizes:

- to decide, as a group, the winners of the various prizes
- to make the decisions in a timely manner
- to inform and get the name(s) of the winners (and to encourage the youth to be around when the prizes are being awarded)
- to inform the stage manager of the winners, in writing, and to have the prizes at hand.

King/Queen/Ace Contest:

- to accept nominations before 10:00pm
- to accept completed ballots after the intro of the K/Q/A's on stage
- to tally up the ballots and inform the stage manager, in writing, of the winners by 11:30pm

Media/Co-ordination:

- to liaise with the police and the Principal
- to be available to deal with media that show up unannounced.
- to be available to deal with adults who are unaccredited (parents? Aunts?)
- to be available to deal with problems of any sort.

Sample Budget: Life's a Beach - Pride Prom 2003 - Final Accounting

Cheque needed	<u>EXPENSES</u> ITEM	BUDGET ALLOCATION	MONEY SPENT (with receipts/invoices)
*	Design Honoraria for the design of the poster and handbill	\$100.00	\$100.00
no	Printing Poster and handbills	\$300.00	\$343.20
*	Photocopy expenses (SOY)	\$20.00	\$31.50
no	Decorations	\$400.00 total	\$382.39
no	Food	\$ 0	\$ 0
*	Soft Drinks	\$200.00	\$200.00
no	Rental of Buddies	\$ 0	\$ 0
no	Parking	\$20.00	2 receipts \$18.00
*	Host Honoraria	\$100.00	\$100.00
* x2	DJ's -2 @ \$175.00 each	\$350.00	\$350.00
→ *	Thank You cards	\$30.00	Used letter format \$0
* x2	Police - 2 officers x4 hours each, x service charges 8% & GST on Service Charge	\$520.00	\$392.00 \$33.56
*	Press Packages & Supplies	\$30.00	\$ 50.00
?	Tiara's	\$20.00	\$ 0
no	Misc.	\$ 75.00	(6 items from list) \$72.90
	total	\$2165.00	\$2073.55

Receipts to send	<u>REVENUE</u> ITEM	PROJECTED REVENUE	ACTUAL REVENUE
*	Donation - Safe Schools	\$200.00	\$200.00
*	Donation - Oasis Super.	\$200.00	\$200.00
	Donations - to SOY	\$810.00	\$810.00
	Donated tickets/\$	20 x \$12 =\$240.00	West Toronto -\$50.00
	Ticket sales	130 x \$12. =\$1560.00	\$ 1334.00 \$60 still to come in (but accounted for in the total), Triangle to collect
	Total revenue	\$2200.00	\$2594.00
	Revenue less expenses	\$2594. - \$2073.55	Profit - \$520.45

