



Communication Guidelines for organisations bidding for EuroPride

We are delighted that you are bidding, or considering bidding, for EuroPride. Since 1992, EuroPride has been a pivotal event to move LGBTI+ equality and human rights forward, and to provide an opportunity for our community to come together.

These Guidelines have been developed to help you develop and talk about your bid in the best way and to ensure fairness to all candidate organisations.

Announcing your intent

You can announce your intention to bid publicly at any time after sending your letter of intent to us. We prefer to have a discussion with you about when you will make the announcement, but this is not essential.

When announcing your bid, you should say 'we are bidding for EuroPride 20XX' or 'we are a candidate for EuroPride 20XX'. Leave no ambiguity about the fact that at this stage you are just bidding, and you have not yet won the title. If you are unsure, ask us for guidance.

Phraseology

Please avoid boasts ('the best bid for EuroPride') and superlatives ('the biggest EuroPride ever') unless you can back them up. And do bear in mind that votes will be won by quality of bid, not size or other boasts!

Producing materials

You will want to produce banners, leaflets, flags and digital materials to promote your bid. We welcome this. But you should send all drafts to EPOA for approval before you go to print or publish any materials. If you do not, and EPOA objects to the item, you will not be able to use them. Remember that EuroPride is a trade mark and we can exercise rights over its use.

In the past many bidding organisations have produced promotional gifts that they give away at the AGM or at Pride events during the summer when you are preparing your bid. We recommend against this for environmental reasons as we strive to be a sustainable organisation.

Social media and websites

Sharing your bid and the news and your plans on social media is a great way to generate interest. Ensure that you make it clear that you are bidding or are a candidate. It's always worth using the hashtag for that year for which you are bidding, eg #EuroPride2026.

We strongly advise against registering social media accounts, business names or domain names for your bid. It is your Pride organisation that is bidding, and the bid should be published and visible on your main Pride website, so that our members can go there to read about your bid and your Pride.

Publishing your bid

The date of publication of bids will be advised to you by the EuroPride Coordinator. This is usually around eight weeks before the Annual General Meeting (AGM) at which you will present your bid. You must not publish your bid before the publication date; this ensures that all bids have the same 'airtime' before the AGM. EPOA publishes all bids on the website at the same time, and announces this via media and social media, and in an email to all members.

Announcing the result

We have a process in place for announcing the result and, ahead of the AGM, you will be asked to provide two quotes for our media release. One quote should reflect the fact that you have won, and the other than you lost. Our Communications Coordinator will be in touch with you to discuss the process.

In dealings with other bidding organisations

Be magnanimous, generous, friendly and respectful. You will be likely to bump into each other a great deal during the time when you are bidding, so good relations are essential.

Language

The language of EPOA is English and all your bid materials must be in English. You can, of course, publish also in any other languages you wish. We recommend social media posts about your bid are posted in English and your official language(s).

Questions and advice

You can always reach out to us for advice on any stage of the bidding process. You can reach the EuroPride Coordinator at europride@europride.info, and for Communications you can email media@europride.info.