

3<sup>rd</sup> EDITION



# #AllyChallenge

Gamifying Allyship Journey In A Self-Paced Virtual Environment



12 - 18 June, 2023



# Agenda



About Pride Circle

#AllyChallenge – Past & Current Edition

How to Participate & WIN – Individuals & Organizations

Sponsorships & Rewards

Q&A



# Who We Are



India's premier Diversity & Inclusion organization (For-Profit & Not-For-Profit) with a mission to enable and empower the LGBT+ community, Allies, Educational Institutions, Organizations, and Society in fostering a culture of belonging for all.

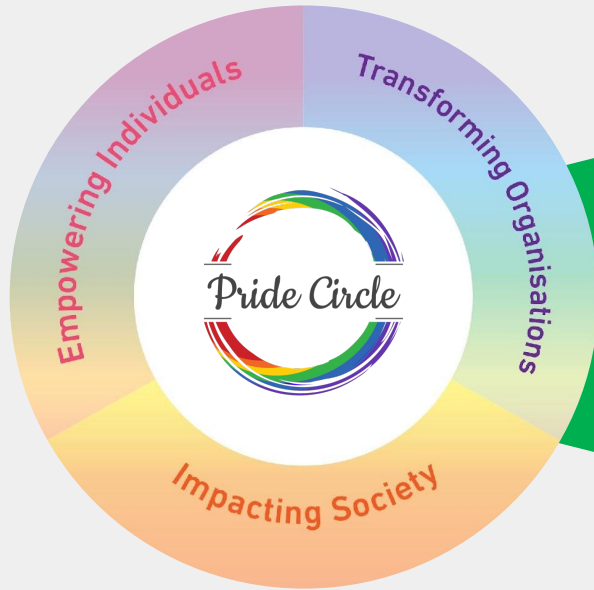
We partner with over 350 companies across India to provide executive leadership development, comprehensive D&I training and consultation, and professional networking opportunities that build safe, inclusive and welcoming work environments.

With our experience & growing roster of national & international partner companies, governments & non-profit organizations, Pride Circle is leading the LGBT+ inclusion revolution in India.



[www.thepridecircle.com](http://www.thepridecircle.com)

# Our 6-Year Journey



**2017**  
Founded

**5 to 52**  
Our Team grew

**10 cities**  
Across India our  
Team works  
remotely from

**2 to 350+**  
Our Trusted  
Clients grew

**60%**  
LGBT+  
representation in  
the team

**150,000+**  
Employees  
trained through  
various programs

**75+**  
LGBT+ Owned  
Businesses  
supported  
through Rainbow  
Bazaar

**50,000+**  
LGBT+ & Ally  
members grew

**750**  
Job Offers rolled  
out through RISE  
& Offline Hiring

**60,000+**  
Our Social Media  
presence has  
grown



## Srini Ramaswamy

(Pronouns: He/ Him)



A certified diversity professional who over two decades has transformed the culture of Fortune 500 companies like Cisco, Intuit. An evangelist, advocate, and ally who has received global accolades for going above & beyond to advance LGBT+ equality at workplaces and beyond.

- **UNHRC - Berlin Consultation 2019**
- **TOP 100 Leaders of RAHM 2018** - The Global LGBT+ Leadership Contest, London
- LGBT Ally **Champion Award, 2017** by Out & Equal Workplace Advocates, USA
- **D&I Leadership Award (South East Asia), 2017** by BD Foundation, India

## Ramkrishna Sinha

(Pronouns: He/ Him)



An award-winning champion for LGBT+ inclusion. He is compiling stories of LGBT+ allies in the blog titled **'101 Coming Out Stories from India'**, which has reached over five million people. The multiple impactful initiatives at Pride Circle reflect his belief in 'Action for Inclusion'.

- **Global D&I Hero of the Year 2017**, Intel
- **Champion of the Year Award, 2017** by Out & Equal Workplace Advocates, USA
- Featured in the list of **50 LGBT+ Future Leaders Globally** by OUTstanding & Financial Times





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## Aimed at educating & sensitizing participants about LGBT+ Allyship through a series of fun and engaging online challenges

### OBJECTIVE

- Educate participants about the LGBT+ community
- Encourage recognition of biases and stereotypes & neutralize them
- Build a global community of allies that take action
- Assess where you are on the 'Allyship Journey' & how you can move to the next level



### GAMIFYING ALLYSHIP

- Leveraging gamification framework where participants compete, get sensitized and rewarded for behavioral change
- Participate, Refer and Win Together
- Series of online challenges spread over 12 June to 18 June
- Earning points & featuring on leaderboards amplifies participant engagement and motivation, enhancing learning outcomes
- Everyone who is/ wants to be an "ally", should take up the challenge

# Past Editions



2020

12,750 allies from 58 countries and 108 organizations participated, making it truly a global Pride Month Celebration.

Impact Report

[Download here](#)



2021

14,100 allies from 54 countries and 58 organizations participated, making it truly a global Pride Month Celebration.

Impact Report

[Download here](#)



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# Drive Change Over 7 Days



1

## The Cue

*Neutralize biases/  
stereotypes about  
LGBT+ community and  
build allies*

2

## The Daily Action

*Creating small, impactful  
tasks to easily fit into  
one's daily routine*

3

## The Pledge

*Building commitment  
and inspiring  
accountability*

4

## The Reward

*Incentivizing  
participation &  
recognizing the best*

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# Points to Note

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For Organizations: A unique link will be generated which can be shared with your employees for them to sign-up and participate

For Individuals: Sign-up directly on the microsite by using your social media handles or personal or official email ID

Upon sign-up, a unique Referral Link will be auto-generated for each participant

Share your Referral Link with your network (friends & family), encouraging them to participate, thereby also increasing your chances of winning

The challenges will be hosted online, sign-up & progress will be tracked real-time on 2 Leaderboards – *Individual & Organization category*

Participants will have access to their personal dashboard which would contain the challenges & their scores

Starting June 12, TWO challenges will get unlocked at 12:00 PM IST and 6:00PM IST each day till June 16

You earn points upon completion of each challenge and for successful sign-ups via your Referral link

Participants will have the flexibility to respond to the challenges based on their convenience, but all challenges must be completed by June 18, 11:59 PM IST

Each participant must complete all challenges by June 18, 11:59 PM IST to be eligible for the mystery box rewards

Top 3 scorers [*Individual & Organization category*] will be spotlighted & announced on June 30

Helpdesk (email & chat) support will be available

# Sign Up Process

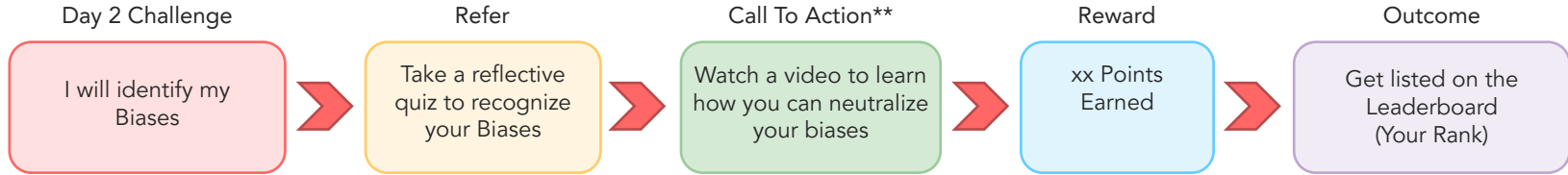
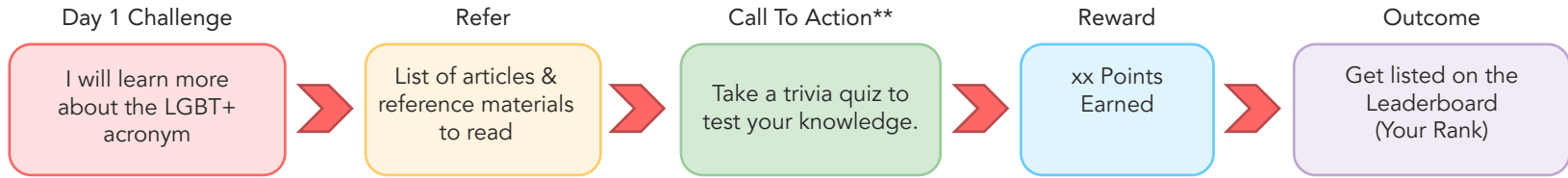
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Full Name	<i>Mandatory</i>
Pronouns	<i>Optional</i>
Email ID	<i>Mandatory</i>
Country	<i>Mandatory</i>
I agree to terms & conditions	<input checked="" type="checkbox"/>

*NOTE: Participants can sign-up using social handles or personal or official email ID*

# Sample Challenges (How it works)



# Participate & WIN



## As an Organization

*(Corporates/ School/ Colleges/ NGOs/ etc.)*

- Participation - Free or Sponsored (see next slide)
- Open to all staff (No Limit)
- Open to all geographies
- TOP 50 scorers will feature on the leaderboard
- TOP 3 Winners will receive a 'Certificate'
- Branding on Microsite, Social Media & Challenges
- No Mobile App required
- Whitelisting the game URL
- Access the game on browser (Chrome, IE)
- Access to communication kit, creatives, support
- Access to participation guides & videos
- Access to Challenges Resources
- Access to Employee Participation Report
- Support: Email & Chat

## As an Individual

*(Employees, Students, Teachers, Parents, etc.)*

- Participation – Free
- Open to all (Family, Friends & Colleagues)
- Open to all geographies
- TOP 50 scorers will feature on the leaderboard
- TOP 3 Winners will receive a 'Mystery Box'
- No Mobile App required
- Access the game on browser (Chrome, IE)
- Access to participation guides & videos
- Access to Challenges Resources
- Support: Email & Chat

# Sponsorship Opportunities



	CO-PRESENTER	ASSOCIATE	PARTICIPATION	CHALLENGE	REWARD
# of Spots	1	15	No Limit	10	10
Cost per spot	INR 2,00,000 (USD 2, 410)	INR 1,00,000 (USD 1,210)	FREE	INR 50,000 (USD 600)	INR 15,000 (USD 180)
Branding	"Co-Presented by"	"Associate Sponsor"	NA	"Challenge by"	"Rewards Sponsor"
Prime Spotlight (Length: 2-3 minutes)	2 video bytes (pre & post event)	1 video byte (sponsor's choice)	NA	On challenge - Social Media, Challenge Description (Game) & the Resources section (Microsite)	Option to add a personalized note to the gifts sent to the winners
Microsite logo/ mention	Yes	Yes	NA	Yes	Yes
How many can play Ally Challenge?	No Limit	No Limit	No Limit	No Limit	No Limit
Employee Participation Report	Yes (All Participants)	Yes (Top 25 scorers)	NA	Employee Participation Count (Sponsored Challenge v/s Other challenges)	No
Sponsorship Confirmation	By 25 May 2023	By 25 May 2023	NA	By 25 May 2023	By 25 May 2023

NA = Not Applicable

\* Costs are exclusive of GST (India)

\*\* Payments can be made via Wire Transfer, PayPal

\*\*\* Please note that for international payments, the processing fee charges will be added

\*\*\*\* USD Conversion; INR 83 = 1 USD; GBP Conversion; INR 102 = 1 GBP; EUR Conversion INR 90 = 1 EUR

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# Rewards (Gifts & Non-Cash)



Laptop Bag



Headphones



Smartwatch



Apparel



Amazon Echo



Duffle Bag



Power bank



Gift Cards

- Choose to give away any product or a mix of product (s) worth INR 5,000 for each winner.
- Reward Sponsoring company will have to provide 3 of the same product (s) - one for each of the winners, thus making it a total of INR 15,000 (USD 200). Packing & Shipping cost will have to be borne by the sponsor.
- Or, Reward Sponsoring company can choose to pay the sponsorship amount INR 15,000 (+ processing fee) to Pride Circle and we will procure, pack & ship the products to the winners on sponsor's behalf.
- Or, Reward Sponsoring company can choose to give customized Gift cards from Rainbow Bazaar (Exclusive eCommerce platform for Micro & Small LGBT+ owned businesses - [shop.thepridecircle.com](https://shop.thepridecircle.com))

## 2023 GOAL: Mobilizing 10,000 Allies Across The Globe

### BOOST PINK ECONOMY

- Support LGBT+ Entrepreneurs, Film-makers, Authors, Musicians, Artists, Influencers, etc.
- Promote LGBT+ friendly brands & their services
- Attend LGBT+ events (virtual/ in-person)

### INCLUSION MOVEMENT

- Commit & pledge by organizations, individuals, parents, educational institutions, etc.
- Form Pride support groups
- Anti-bullying, discrimination campaigns
- Inclusive policies & benefits
- Visible Allyship

### CSR/ GIVING BACK

- Advocate the work of LGBT+ groups/ collectives
- Educate family, friends, and colleagues about LGBT+ history, issues, and current events

### SAFER WORLD

- Reduce bullying (physical & digital), discrimination, bias & stereotypes
- Have an appreciation for pronouns usage & gender identity
- Understand & appreciate intersectionality
- Build an equitable & Inclusive society



# Global Partners



# THANK YOU

Questions?

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or

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[tanya@thepridecircle.com](mailto:tanya@thepridecircle.com)

