



## The Future is Queer Project Launch - Event Proposal

Amsterdam Pride 2022

sarah@freeq.love

**The Future is Queer: freeQ and iSeekMe, two Netherlands QTBIPOC tech startups, unite to develop queer talent for today, and into the future.**

freeQ and iSeekMe are launching a new project during Amsterdam Pride to connect queer talent in tech to mentorship and economic opportunities. freeQ offers an incubator program for LGBTQ+ online events talent, and iSeekMe offers a mentorship program. Together, they are creating *The Future is Queer* to bridge tech needs with queer talent. (See more here: <https://www.linkedin.com/feed/update/urn:li:activity:6945713695423401984/>)

Our dream is to have a highly visible IRL / virtual event in Amsterdam to mark the historic occasion and attract new partners to the project.

The event will be a mix of:

- queer joy entertainment,
- program sponsors,
- queers in tech,
- tech companies seeking talent, and
- LGBTQ+ in Amsterdam luminaries.

In this way, the event is a mini startup ecosystem, filled with all those who want to advance LGBTQ+ inclusion in tech. The event will also be broadcast on freeQ's platform.

The Future is Queer has a project goal of attracting 500 LGBTQ+ people in Amsterdam, and securing 50 for the pilot mentorship program.

## **Launch Event IRL / Virtual mix in Amsterdam During Pride**

### **€10,000 Budget for Event talent, broadcast, and marketing**

Proposal: Project launch event to be hosted by at a central Amsterdam location on or around Amsterdam Pride

#### *Speakers and program:*

Sarah Massey, freeQ & Steven de Lira, iSeekMe introduce the Future is Queer

Sponsors

Additional queer tech founders to talk?

freeQ DJ and / or performer streamed into event audio / video

Live stream on freeQ platform

#### *Marketing needs:*

Invitation and outreach to guests

Splash page for RSVPs and capturing emails, onboarding

Name badges with pronouns

Signage for bathrooms - [all-gendered signs](#)

Photography

#### *Event specifics:*

Draft Run of Show, two-hour event:

- mingle with DJ tunes

- short video lead into introductions, calls to action (not too long, 15 mins)

- some type of quiz, poll, or gamification for a prize. Such as, who can name the most gender terms? (freeQ just did three podcasts on just gender definitions for June! Also Amsterdam Pride's theme is My Gender, My Pride)

- freeQ DJ and virtual performance art for last hour

Tech:

- Projection for digital art from the freeQ platform (built on Jitsi, acts a lot like zoom)

- Sound system for DJ music via cloudradio and presenters

- Mic for presenters

- freeQ will broadcast the event feed and manage online audience participation

Each event attendee will receive a “freeQ digital glitter” gift with DJ set, video, social media content, sponsor materials, and more!

**€10,000 for each Project sponsor.**

**The Future is Queer launch project budget goal is €100,000.**

**The Future is Queer Sponsors** make meaningful contributions to LGBTQ+ in tech development during Amsterdam Pride, and beyond:

- A fun, interactive, visible tech and LGBTQ+ IRL event, broadcast on the first ever queer-developed conferencing platform.
- Mentorship opportunities for team members.
- An inclusion workshop for your team.
- Attend a matchmaking event in the fall as the pilot cohort wraps up.