



AGENDA GROUP®
LIVE EXPERIENCE COMMUNICATION

COPENHAGEN PRIDE PARTNER ACTIVATIONS





We help you show your support of **Copenhagen Pride**

Create visibility, participation and real connection during Pride

At Agenda Group, we help organisations turn values into experiences — from parades and mobile activations to workplace initiatives and employee engagement.

This catalogue gives you actionable solutions that can be tailored to your brand, ambitions and budget. It's designed to help you quickly identify the right way to activate your Pride partnership — based on your ambitions, visibility goals and practical setup.

For each activation you will find:
A short description of the idea

- What it creates for your brand
- Practical considerations
- A price indication

You can choose one solution, combine several, or use the catalogue as a starting point for a tailored activation.

Agenda Group can support you all the way from initial idea to final execution.



Who we are



An international event agency with 20 years of Pride experience

Agenda Group is an experience and activation agency with many years of experience creating brand moments that engage people in real life — not just in communication.

Over the years, we have developed and delivered Pride activations for both Danish and international companies, including Google, Maersk, Spies, Strawberry, and a wide range of other brands that use events and experiences strategically to strengthen relationships, visibility and employee engagement.

When it comes to Pride, it's not just about being present — it's about showing up the right way.

We support you with concept, design, production and execution, ensuring your participation is authentic, visible and professionally delivered.

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BIKE ACTIVATION



BIKE ACTIVATION

Move with pride

A mobile and highly visible activation that moves with the parade and brings your message right up close to the crowd. It's Ideal for brands looking to combine visibility, energy and direct interaction in the city.

Book a cargo bike through us and simply show up ready to ride — or let our crew handle everything for you.

The bikes can be delivered with sound for your music, decoration, crew support, or filled with rainbows and refreshments.

You tell us what you want — we'll take care of the rest.



Practicalities

- All prices include delivery to the start of the parade route and pick up at the end of the route
- Sound includes a speaker that you can connect to a device and play your own music from
- Crew is ready to ride the bike when your group departs and will take the bike back at the end of the parade
- The bikes are a mix of pedal-powered and electric models
- Basic cleaning of the bike is included. If additional cleaning is required, we reserve the right to charge a fee

Budget indications

Bike Activation	
Rental of cargo bike and foil	14.000 kr.
Customization options	
Branding production	6.000 – 15.000 kr.
Music	4.000 – 6.000 kr.
Crew: 1 person a full day, 8 hours	5.500 kr.



BIKE ACTIVATION



TRUCK ACTIVATION





TRUCK ACTIVATION

Your brand.
On full display.

The electric truck is the Pride parade's most powerful stage. It gives you maximum visibility, space for creative expression, and the opportunity to make a clear statement that employees, participants, the audience and media will notice.

Book a Pride truck through us and get a mobile stage where your brand, message and atmosphere can truly take

centre stage.

The electric trucks can be delivered with sound, DJ setup, decoration, crew and branding — or customised to match your exact needs.

Please notice that all partners must designate 4 parade guides for a truck.

You set the ambition, we deliver the solution.





Practicalities

- All prices include delivery to the start of the parade route. Driver included
- Music setup is flexible, from a speaker system, a DJ setup, or the option to play your own live music
- Branding, banners, stage flooring, railings and additional setup can be added as needed
- Basic cleaning is included. If extra cleaning is required, a fee may apply
- Specific requests regarding setup, size or power supply can be accommodated at an additional cost
- *Approx room for 40 people on the hanger

Budget indications

Truck activation

Truck rental + hanger* incl. driver, insurance, approvals	57.500 kr.
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Customization options

Branding production	15.000 – 50.000 kr.
Music	6.000 – 20.000 kr.
Crew: 1 person a full day, 8 hours	5.500 kr.
Toilet installed (required)	6.000 kr.

TRUCK ACTIVATION



CAR & TRAILER ACTIVATION



CAR & TRAILER

A flexible Pride presence

A scalable setup that gives you a clear presence in the parade, with room for branding, messaging and activation — without requiring a large production. Ideal for those who want to be visible in a simple and effective way.

With a car and trailer, you get a flexible solution that still provides visibility, branding and the ability to create atmosphere throughout the parade.

The trailer can be fitted with sound, decoration, messaging and refreshments — and tailored to your needs and level of ambition.

Please notice that all partners must designate 2 parade guides for a car.

You choose the expression, we handle the setup and logistics.





Practicalities

- All prices include delivery to the start of the parade route and pick up after
- Music includes a speaker that allows you to play your own music or a DJ-setup
- Crew can handle driving, coordination and on-route support during the parade
- Add branding, banners, coolers, props etc. as needed
- Basic cleaning is included. If extra cleaning is required, a fee may apply
- Specific requests regarding size, power or equipment can be accommodated at an additional cost

Budget indications

Car & trailer activation	
Rental of car and trailer + full sticker foil on car	34.000 kr.
Customization options	
Branding/customisation of trailer	15.000 – 80.000 kr.
Music	6.000 – 20.000 kr.
Crew: 1 person a full day, 8 hours	5.500 kr.

CAR & TRAILER ACTIVATION



**IN OFFICE
ACTIVATION**



IN OFFICE ACTIVATION

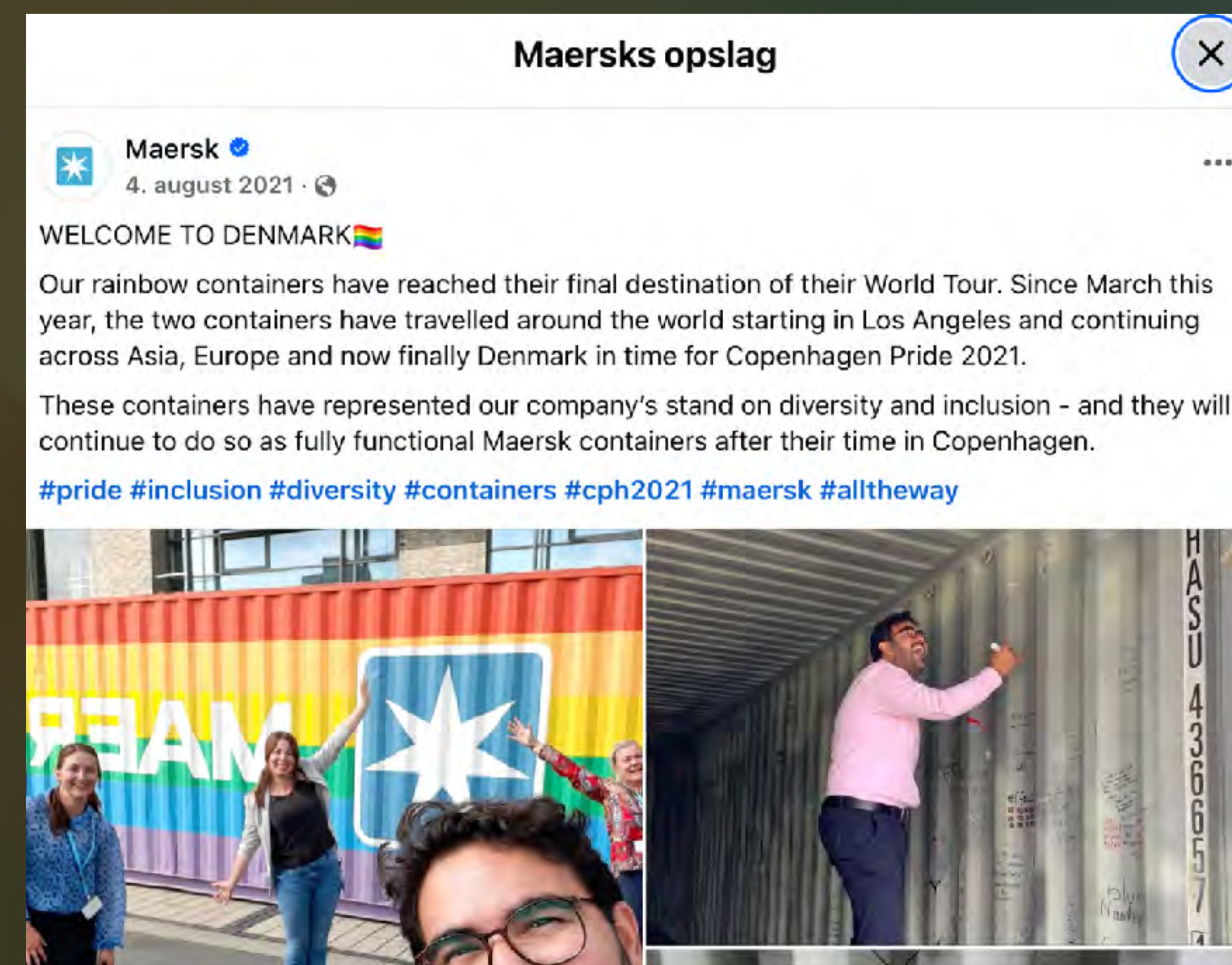
Bring Pride into your workspace

Pride doesn't have to live only in the parade. With an internal activation, you can engage employees, strengthen community and anchor your values internally — before, during and after Pride Week.

An In-Office activation allows you to involve employees, build connection and make your values visible in the workplace throughout the Pride period.

We can help with everything from decoration and events to talks, music, catering and activities — tailored to your culture and ambition level.

You set the framework, we take care of the content and execution.



IN OFFICE ACTIVATION

Practicalities

- We develop a tailored activation to your company and location, the number of employees and your level of ambition
- Decoration can be added in a Pride theme, and with focus on sustainable materials where possible
- We can deliver content such as talks, workshops, music, DJ, quizzes, activities or shared events
- Catering, bar solutions and social formats can be added
- We can also handle all planning, production and on-site execution on the day

Budget indications

In office activation	
Activation development	25.000 – 75.000 kr.
Branding and deco elements including setup	15.000 – 80.000 kr.
Music	6.000 – 20.000 kr.
Crew: 1 person a full day, 8 hours	5.500 kr.

Merch & Accessories

Complete your Pride setup

Small details make a big difference, and we can support you with additional branded elements that enhance visibility, strengthen your message and glue your activation together.

- T-shirts
- Signs
- Caps / bucket hats
- Tote bags
- Sunglasses
- Temporary tattoos
- Stickers
- Pins/badges
- Lanyards
- Banners / flags

- *and much more*





CUSTOM CONCEPTS & EXPERIENCE DESIGN



CUSTOM CONCEPTS & EXPERIENCE DESIGN

Turning Pride into a brand experience

Beyond our standard activation formats, we also develop fully customised Pride concepts and experiences.

From creative concept development and storytelling to communication, design and large-scale builds, we help brands create standout moments that connect with both participants and audiences.



CUSTOM CONCEPTS & EXPERIENCE DESIGN

Whether it's a fully designed parade truck, a themed experience, or an integrated brand activation, we support the process from idea to execution. Concept development is billed at 1,500 DKK per hour, and our

team can also support with graphic design, branding and visual production — both for custom concepts and for the standard activation formats in this catalogue.





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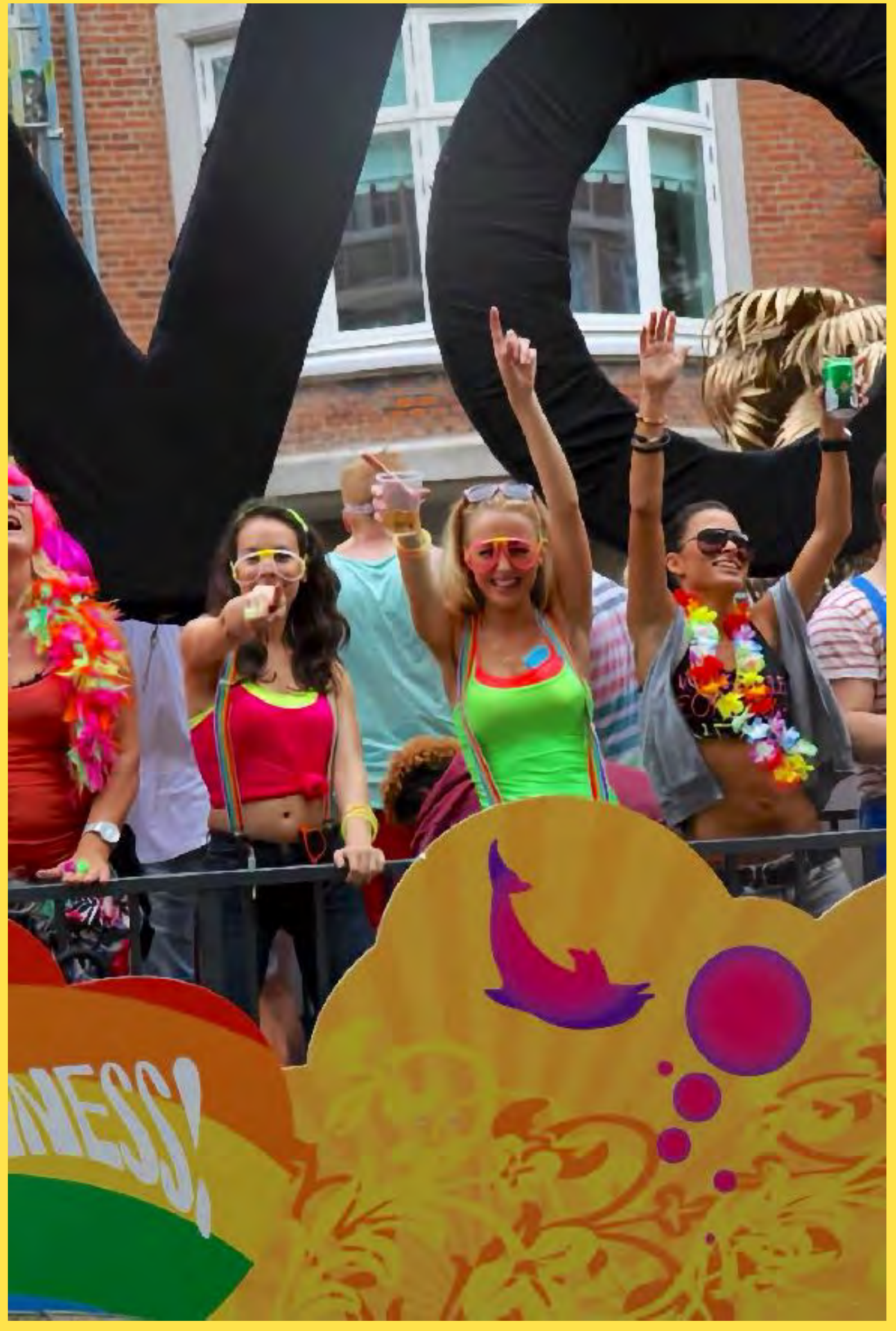


**WE CAN'T WAIT TO
HEAR FROM YOU**

Appendix

A few examples of our Pride brand activations







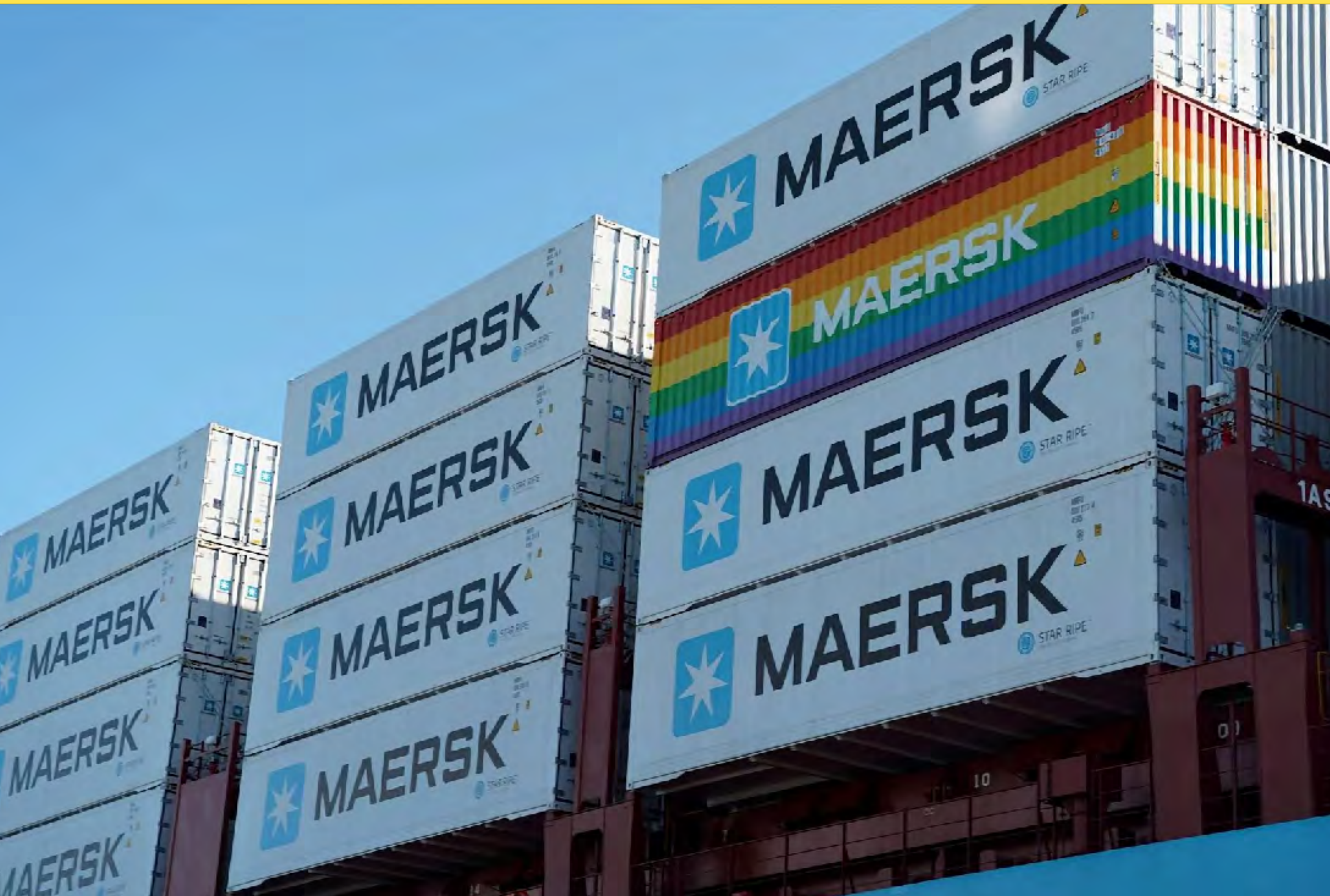
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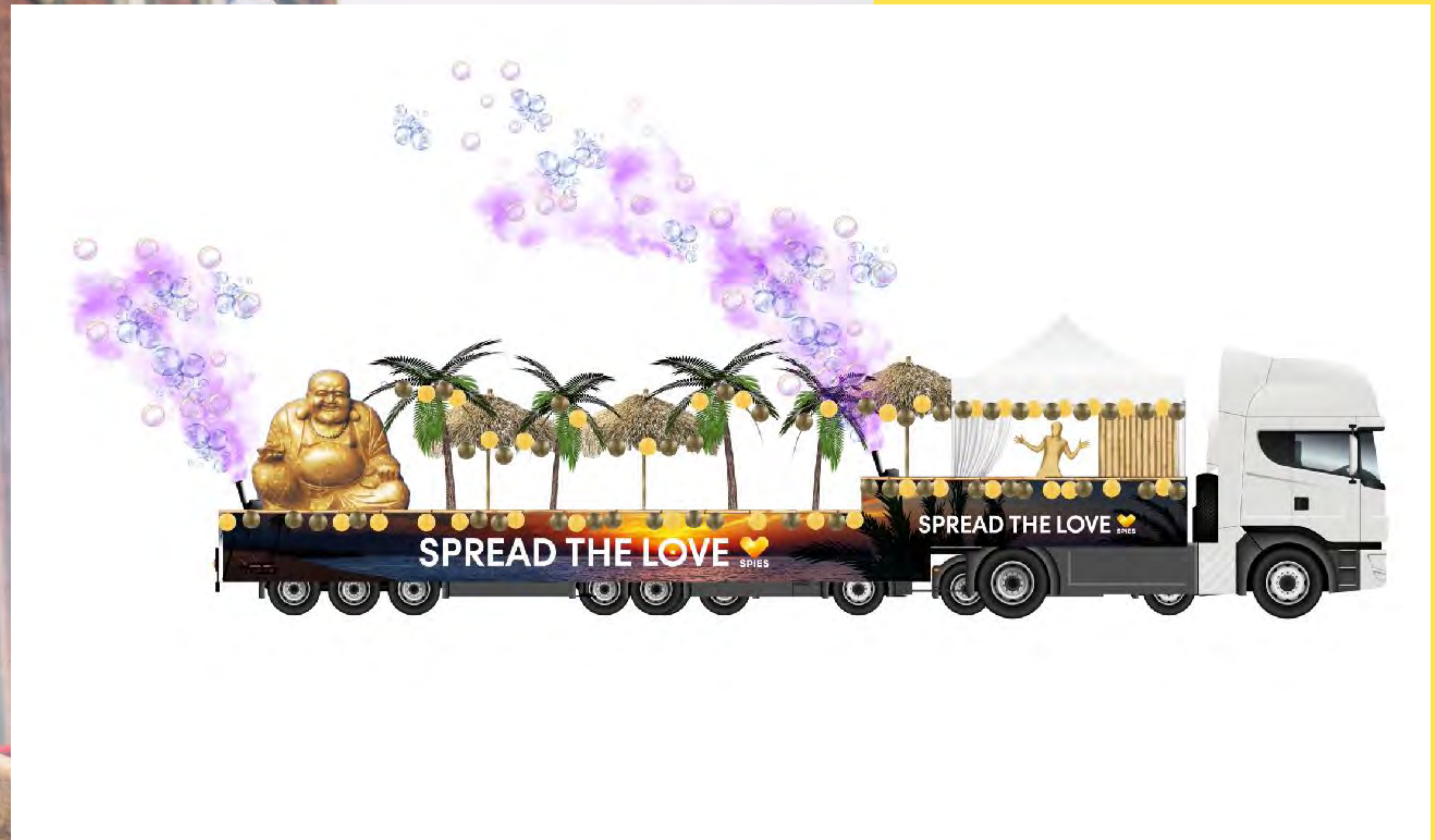
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