

2026 Giveaway

Distribution Regulations



1. INTRODUCTION

During the public events of Milan Pride 2026, Commercial Activities and Companies that are Sponsors of Milan Pride are allowed to distribute giveaways.

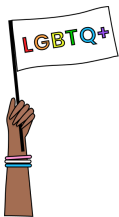
In this document, the authorized Commercial Activities and Sponsors are referred to as the “Distributor.”

2. GIVEAWAYS GUIDELINES

The selection of giveaway items must take into account the nature of the events where they are distributed and comply with the following criteria.

Guidelines

Pride Values



Giveaways actively promote messages of inclusion, diversity, equality and support for the LGBTQ+ community.

Whenever possible, they should be customized to reflect the experiences of Milan Pride.

Sustainability



Giveaways are made from sustainable or recycled materials, preferably compostable or recyclable.

Particular attention is also recommended for the materials used in packaging.

Utility, Benefits and Safety



The products are useful and practical (both during the event and in everyday life) and offer tangible benefits that contribute to the individual’s well-being and safety. They are compact and easy to carry, without being bulky or heavy.

Gadgets that could pose a reasonable risk to safety or that contain harmful substances such as alcohol or tobacco are strictly prohibited.

Examples of permitted and prohibited items

- Water bottles
- Snacks
- Reusable bags
- Fans
- Sunscreen
- Badges
- Pins
- Headphones
- Earplugs
- Clothing



- Glass containers
- Canned drinks
- Alcoholic drinks
- Food that is not pre-packaged or ready-to-eat



3. APPLICATION PROCEDURE FOR THE DISTRIBUTION OF GADGETS

The distribution of giveaways is only permitted with prior authorization granted by the organizers.

How to submit your request

Your request must be sent by email to:

- parata@milanopride.it
- Subject: **MP26_GADGET - [NAME]**
- within **31 May 2026**

Required information

The email must specify the following details:

- type of giveaway item
- expected quantity
- people involved in the distribution
- method of distribution (on foot, from a vehicle, etc.)
- occasions on which the distribution will take place

Assessments and reservations

The application will be assessed by the Milano Pride Committee and, if it meets the necessary requirements, may be approved.

The Milano Pride organisers reserve the right to make changes to the distribution of promotional items if the proposed project does not comply, even in part, with the guidelines.

The activity must comply with the details set out in the email requesting authorisation and with any changes requested by the Milano Pride Committee.

4. LOCATIONS AND TIMES

Authorised events and areas

The distribution of promotional items may only take place following authorisation granted by the organisers during the public events of Milan Pride.

Commercial Activities may distribute their own promotional items:

during the **PARADE**



- on Saturday 27 June
- before the start in Via Vittor Pisani and during the parade
- The distribution of gadgets is not permitted during the Closing Event, which will take place at Arco della Pace on Saturday 27 June from 6:00 pm.

Sponsor companies may distribute their promotional items:

at **PRIDE SQUARE**



- from Thursday 25th to Friday 26th
- in Largo Bellintani and Piazzale Lavater

during the **PARADE**



- on Saturday 27 June
- before the start in Via Vittor Pisani and during the parade
- The distribution of gadgets is not permitted during the Closing Event, which will take place at Arco della Pace on Saturday 27 June from 6:00 pm.

in **PIAZZA SEMPIONE**



- on Saturday 27 June
- before the start in Via Vittor Pisani and during the parade
- The distribution of gadgets is not permitted during the Closing Event, which will take place at Arco della Pace on Saturday 27 June from 6:00 pm.

5. OPERATIONAL LOGISTICS

Logistical responsibilities

The **Distributor independently decides and organises** the procedures for distributing the gadgets.

During all events, the Distributor must **ensure the storage and disposal** of the promotional items and therefore put in place a system for the collection and disposal of any waste generated by the packaging.

Distribution must take place without creating any risk or inconvenience to people.

If organised during the Parade, **it must comply with the Parade Regulations.**

Packages containing the promotional items may be stored on the float or in bags/backpacks provided to staff.

Prohibitions and restrictions

During all Milano Pride activities, it is not permitted to occupy public space for the purpose of distributing gadgets, with the storage of stock or the erection of structures.

Giveaways **must not be left or abandoned** on the stands of the organisations present during events.

Suspension of activities

The Distributor undertakes to **suspend** the distribution of gadgets at any time at the organisers' request, should the activity **pose a risk** to the smooth running of the Milano Pride events.

Any personal data collected during the event will be processed in accordance with the General Data Protection Regulation (GDPR) and applicable Italian laws. For more details, please refer to our Privacy Policy.

The Milano Pride organization assumes no responsibility for any damage to persons or property that may occur during the event, except in cases of willful misconduct or gross negligence. Participation in the event is voluntary and at the full responsibility of the attendees.

The organization reserves the right to modify these regulations at any time. Any changes will be communicated through the official website and other event communication channels.

Participation in Milano Pride implies full acceptance of these regulations. We strongly encourage you to read them carefully before joining the event.

*www.milanopride.it
via Bezzacca 3, Milano
@milanopride - fb | ig | tw | ln*

Last update: 30th April 2026