

# Sponsorship and Booth Application

## PART A: CONTACT INFORMATION

BUSINESS NAME

CONTACT NAME

ADDRESS

CITY/STATE/ZIP

PHONE

E-MAIL

## PART B: SELECT PACKAGE

If you're purchasing a package, select an option from below. If not, skip to section C to request a booth.

- |  |                                  |  |
|--|----------------------------------|--|
| <input type="checkbox"/> Violet (\$250)    | T-shirt sizes/quantities         | <input type="checkbox"/> Please design my ad (\$0)       |
| <input type="checkbox"/> Blue (\$500)      | <input type="text" value="S"/>   | <input type="checkbox"/> I'll send an ad (see back page) |
| <input type="checkbox"/> Green (\$750)     | <input type="text" value="M"/>   |  |
| <input type="checkbox"/> Yellow (\$1,000)  | <input type="text" value="L"/>   |  |
| <input type="checkbox"/> Orange (\$1,250)  | <input type="text" value="XL"/>  |  |
| <input type="checkbox"/> Red (\$1,500)     | <input type="text" value="XXL"/> |  |
| <input type="checkbox"/> Rainbow (\$2,000) |                                  |  |

Skip part C unless you'd like to purchase an additional booth or upgrade your package to include one of those options.

## PART C: BUY BOOTH SPACE

- Nonprofit (\$50)   For profit (\$75)

ITEMS SELLING/GIVING AWAY

SPECIAL NEEDS

## PART D: JOIN PRIDE CIRCLE OF FRIENDS

DONATION AMOUNT

Remain Anonymous

## PART E: SUBMIT APPLICATION

Sign below to indicate your acceptance of our terms and conditions. Submit this form, along with payment payable to "Mid-Missouri LGBT Coalition" to PrideFest Sponsorships, 111 East Walnut Street Suite C, Columbia, MO 65203.

TOTAL DUE

DATE

SIGNATURE

SUBMISSION DEADLINE  
FOR PRINT ADS

## Submitting Your Logo

All sponsors are responsible for submitting an electronic version of their logo by deadline.

- Preferred file formats are Adobe Illustrator or EPS. If these formats are not available, a high-resolution (at least 300dpi) JPEG or TIFF is acceptable. We cannot guarantee reproduction quality of non-Illustrator or EPS logos.
- Please email your logos to [logos@midmopride.com](mailto:logos@midmopride.com).
- If no logo is received by deadline, we reserve the right to use a reproduction of your logo.

## Submitting Your Ad

- All advertisements include complimentary graphic design if needed.
- If you indicated on your application that you require design services, a representative will be in contact with you.
- If you are submitting your own ad, they should be in high-resolution (at least 300dpi). PDF files with a fonts converted to outlines are preferred but we can also accept Illustrator, EPS, JPEG and TIFF files that are of sufficient quality. Word, PowerPoint, Publisher or low resolution files are not acceptable. We cannot guarantee reproduction quality for ads not submitted using our preferred format.
- Please email your ad and ad materials to [ads@midmopride.com](mailto:ads@midmopride.com).

## Tax Deductions

All or a portion of your contribution or fees may be tax deductible. The Mid-Missouri LGBT Coalition (the parent organization of Mid-Missouri PrideFest) is a registered 501(c)3 organization. Consult your tax adviser for details. Please let us know if you need a receipt for tax purposes, otherwise your canceled check and copy of your application are your receipt.

## Terms and Conditions

By submitting an application to sponsor, advertise or exhibit at Mid-Missouri PrideFest, you agree to be bound by these terms. Business and/or individual applicant ("Sponsor") agrees to indemnify and hold harmless Mid-Missouri PrideFest, Mid-Missouri LGBT Coalition and its members, volunteers and officers ("Organizers") from any damages, direct or consequential, to the maximum extent possible by law. Sponsor hereby waives all rights to any damages and agrees Organizer's liability will be limited to the cash cost of sponsorship. Organizers reserve the right, at their sole discretion, to postpone or cancel the event due to weather, natural disasters, strikes, riots, terrorism or Acts of God, without refund. Organizers reserve the right, at their sole and final discretion, to reject any sponsorships, advertisements or exhibitors for any reason. No refunds once application has been accepted by Organizers unless application is canceled by Organizers. Sponsors grant Organizers a limited, non-exclusive, royalty-free license to use Sponsors' name and/or logo in promotional materials related to Organizers' event. Sponsors and exhibitors may not sell or give away items not listed on application without written permission from Organizers. Sponsors and exhibitors must confine all activities to booth space unless given written permission by Organizers. By submitting this form, Sponsor agrees to the above Logo Submission and Ad Submission Policies, which are incorporated herein. Returned checks are subject to the maximum fee allowed by law.

Mid-Missouri PrideFest  
111 East Walnut Street, Suite C • Columbia, MO 65203  
[www.midmopride.com](http://www.midmopride.com) • [info@midmopride.com](mailto:info@midmopride.com)

Aug. 19, 2012



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

SPONSORGUIDE2012

# Support PrideFest. Support the community.

Thank you for your interest in supporting Mid-Missouri PrideFest.

Mid-Missouri PrideFest is the region's premier festival for the lesbian, gay, bisexual, transgender, queer and questioning community and its allies.

This family-friendly event is scheduled for Aug. 19, 2012, in downtown Columbia, Mo., the third year we'll be in this high-profile and vibrant venue for this event.

## What is PrideFest?

Mid-Missouri PrideFest is part of the Mid-Missouri LGBT Coalition, a 501(c)3 nonprofit organization. Mid-Missouri PrideFest is one of the few remaining free community events in the area thanks to the support of individuals and businesses like you.

- The festival is in its eighth year
- Festival attendance has grown steadily each year
- Last year saw more than 50 booths

Sponsorship opportunities are as diverse as the rainbow and the families that attend the Mid-Missouri Pridefest. Choose from a Red Level sponsor that includes eight VIP passes to simple booth sponsorships as low as \$50.

Also available again this year is the Pride Circle of Friends, a great way to show your support by donating and remaining as private or public about this unique event as you want to be.

## Who attends PrideFest?

Today, more than 12,000 individuals and counting who identify as gay, lesbian, bisexual or transgender all call Mid-Missouri home. This yearly event is a time we like to invite them, their families, friends, neighbors and anyone who wants to celebrate the individual.

While the LGBTQ community is a large portion of attendees, participants represent a demographically diverse group that are passionate, active and loyal.

- 55 percent are between 30 and 44 years of age.
- Over 75 percent have "some college" to post graduate study.
- Typical household incomes range between \$25,000 and \$75,000.

## Why should you be a sponsor?

- Gay pride event participation builds brand loyalty (Marketingnews.com report, a part of the American Marketing Association)
- Sponsorship packages have remained affordable and a great value
- PrideFest is planning to double its advertising budget to promote the event, drive attendance and raise awareness

## What is the PrideGuide?

The PrideGuide is a full-color booklet distributed to participants each year both before and during PrideFest.

As a bonus, many participants keep their PrideGuides for years after the event, giving you a chance at lasting exposure.

## Questions?

Call the Pridefest committee any time at 573-355-9691, visit [www.midmopride.com](http://www.midmopride.com) or email [info@midmopride.com](mailto:info@midmopride.com).

# 2012 MID-MISSOURI PRIDEFEST: AUG. 19, 2012

## Sponsorship Packages

	Cost	Logo on T-Shirts	Complimentary Shirts	Logo on Web Site	PrideGuide Ad <sup>1</sup>	Booth Space	Listed in Press Releases	VIP Passes	Listing in Advertising	Sponsorship Announced From Stage	Logo on Day-of Signage and Banners
<b>VIOLET</b>	\$250	Small	2	Small	1/4 page <sup>1</sup>	10x10	✓	2	-	-	-
<b>BLUE</b>	\$500	Small	2	Small	1/2 page <sup>2</sup>	10x10	✓	2	-	-	-
<b>GREEN</b>	\$750	Medium	4	Medium	Full page <sup>3</sup>	10x10 w/ canopy	✓	4	✓	✓	✓
<b>YELLOW</b>	\$1,000	Medium	4	Medium	Full page <sup>3</sup>	10x10 w/ canopy	✓	5	✓	✓	✓
<b>ORANGE</b>	\$1,250	Large	4	Large	Full page <sup>3</sup>	10x10 w/ canopy	✓	6	✓	✓	✓
<b>RED</b>	\$1,500	Large	4	Large	Full page <sup>3</sup>	10x10 w/ canopy	✓	8	✓	✓	✓
<b>RAINBOW</b>	\$2,000	Large	6	Large	Full page <sup>3</sup>	10x10 w/ canopy	✓	8	✓	✓	✓

<sup>1</sup> 2.375" wide by 3.875" high   <sup>2</sup> 5" wide by 3.875" high   <sup>3</sup> 5" wide by 8" high

## Booth Space

FOR PROFIT	\$75/10'x10'
NONPROFIT	\$50/10'x10'

Does not include canopy or chairs

## VIP Passes

VIP passes include priority stage seating, backstage opportunities, access the VIP area during the event, listing in PrideGuide and more!

EACH	\$30
TWO	\$50

## Pride Circle of Friends

The Pride Circle of Friends is a program for individual pride supporters who donate toward the Mid-Missouri PrideFest operations costs. As a member of the Pride Circle of Friends you will, as our way of saying "thank you," enjoy special benefits in recognition of your support.

<sup>4</sup> Friends of Pride may also wish to remain anonymous. Just let us know your privacy wishes and we will thank you with all the special benefits without the name recognition.

	Cost	Listed on Donor Lists <sup>4</sup>	Complimentary Shirts	VIP Passes
<b>VIOLET</b>	\$25	✓	0	0
<b>BLUE</b>	\$50	✓	1	1
<b>GREEN</b>	\$75	✓	1	1
<b>YELLOW</b>	\$100	✓	1	2
<b>ORANGE</b>	\$150	✓	2	2
<b>RED</b>	\$250	✓	2	4
<b>RAINBOW</b>	\$500	✓	4	6

To apply, complete form on reverse or email [info@midmopride.com](mailto:info@midmopride.com). Advertising in the PrideGuide is also available. Contact us for details. This brochure is available for download at [www.midmopride.com](http://www.midmopride.com).