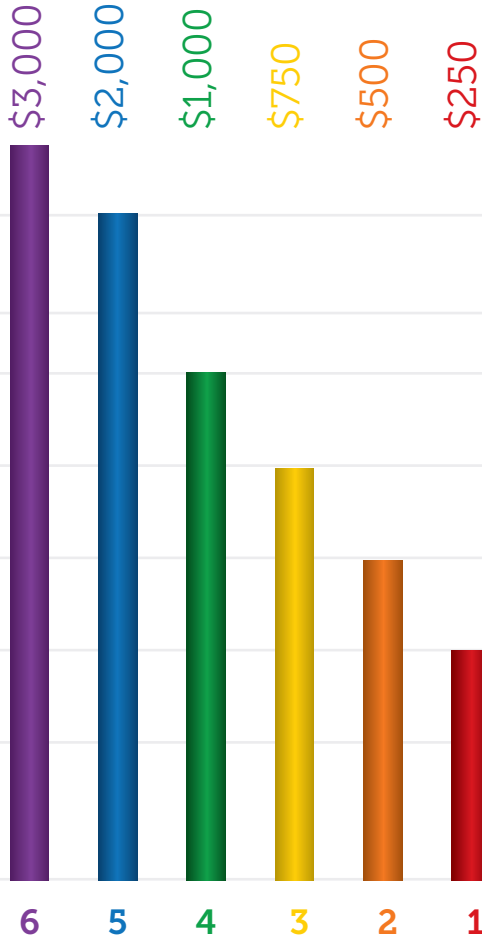


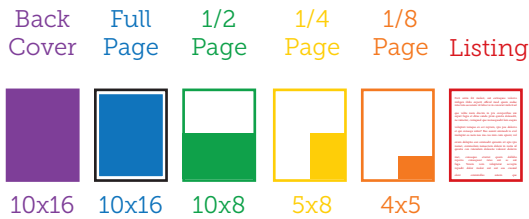
# SPONSORSHIP LEVELS & BENEFITS



- TITLE SPONSORSHIP RECOGNITION  
"PRESENTED BY..." INCLUSION ON ALL ADVERTISEMENTS
- CORPORATE ADVERTISING (BANNER/SIGNAGE) THROUGHOUT EVENTS (PLEASE PROVIDE MATERIALS)
- SINGLE EVENT "SPONSORED BY..." OF YOUR CHOICE
- LOGO PLACEMENT ON BACK OF TALLAHASSEE PRIDEFEST 2016 EVENT PIN LANYARD
- YOUR LOGO ON PRIDEFEST 2017 BANNERS (DISPLAYED AT ALL EVENTS)
- SPONSORED BY INCLUSION ON ALL PRIDEFEST 2017 ADVERTISEMENTS
- COVERED BOOTH AT PRIDE IN THE PLAZA (INCLUDES TABLE AND CHAIRS)
- LOGO OR NAME AND ADDRESS ON TALLAHASSEEPRIDE.COM FOR THE ENTIRE YEAR AND RECOGNITION OF SPONSORSHIP AT ALL EVENTS
- # OF TALLAHASSEE PRIDEFEST 2017 T-SHIRTS (PLEASE PROVIDE SHIRT SIZES WITH SPONSORSHIP AGREEMENT)

## Pride Guide

All sponsors receive inclusion in the official PRIDE GUIDE, which is distributed throughout the region and online in the weeks leading up to PRIDEFEST 2017. Your ad will be displayed alongside the key information about PRIDEFEST events and activities. Amount of inclusion in the PRIDE GUIDE corresponds with sponsorship level.



\*See back cover for artwork specifications and instructions  
\*\*Ad space upgrades & stand-alone ads are available; see back cover for details

## Media Benefits

- MENTIONS AND INCLUSION ON TALLAHASSEE PRIDEFEST SOCIAL MEDIA SITES
- ROTATING BANNER AD ON TALLAHASSEEPRIDE.COM FOR 3 MONTHS
- ROTATING BANNER AD ON TALLAHASSEEPRIDE.COM FOR 1 YEAR
- SPONSOR MENTION IN RADIO ADVERTISING
- SPONSOR MENTION IN PRESS RELEASES, TV ADS AND APPEARANCES

## Vendors

Vendor spaces are available in the following 3 options:

Vendor Space w/ Tent,  
Table, and (2) Chairs  
**\$150**









Vendor  
Space Only  
**\$100**

Non-Profit Space (table & [2]  
chairs under shared tent)  
**\$50**

*\*Electrical power available for an additional \$50 fee*

## PRIDE GUIDE Advertisement Info

The PRIDE GUIDE is distributed throughout the region and online in the weeks leading up to PRIDEFEST 2017. Your ad will be displayed alongside key information about PRIDEFEST events and activities. Additional ad space is available to non-sponsoring entities in the following configurations and pricing:

Back Cover	Inside Cover	Full Page	1/2 PG (V)	1/2 PG (H)	1/4 PG (V)	1/4 PG (H)	1/8 Page
							
10x16 <b>\$400</b>	10x16 <b>\$300</b>	10x16 <b>\$225</b>	5x16 <b>\$130</b>	10x8 <b>\$130</b>	5x8 <b>\$80</b>	10x4 <b>\$80</b>	4x5 <b>\$45</b>

- ✦ Artwork must be at the size listed above at a resolution of 300dpi or greater, submitted in PDF, EPS, JPEG, or TIFF format in CMYK.
- ✦ All ads must be submitted at [TALLAHASSEEPRIDE.COM/ADS](http://TALLAHASSEEPRIDE.COM/ADS) NO LATER THAN 5PM, Friday, March 31, 2017 for inclusion in Pride Guide.
- ✦ Logos to be included on event advertising should be submitted in vector format (.eps or .ai) by March 31, 2017.

## Dates and Deadlines

### March 31, 2017

#### Sponsorship Advertising Deadline/PRIDE GUIDE Submission Deadline

All Advertising must be received by this date to be included in the 2017 PRIDE GUIDE.

**\*\*\* If your sponsorship includes advertising or logo inclusion, please submit artwork by this date or we cannot guarantee inclusion in event advertising. Submit artwork at [tallahasseepride.com/ads](http://tallahasseepride.com/ads).**

### April 7, 2017

#### Vendor Signup Deadline

All vendors and sponsors that wish to participate in Pride in the Plaza on Saturday, April 22 must have vendor agreement and payment submitted by this date. Space is limited—get your agreement and payment in early!

### April 10, 2017

Vendor/Sponsor Instructional Packets for Pride in the Plaza are sent out.

Completed sponsorship agreements should be mailed along with sponsorship, contributions, and advertising artwork, to:

Tallahassee PRIDEFEST 2017

C/O The Family Tree

P.O. Box 38477

Tallahassee, FL 32315

or you can visit [www.tallahasseepride.com](http://www.tallahasseepride.com) to complete a sponsorship agreement online. Please make checks payable to The Family Tree with "PRIDEFEST" in the memo line.

Please contact us for more information regarding sponsorships at:

[admin@tallahasseepride.com](mailto:admin@tallahasseepride.com)

850-296-9490



TALLAHASSEE

Pridefest  
2017

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