



# Sponsor/Vendor Application

## APPLICATION DEADLINE: APRIL 1, 2018

*(applications may be submitted after the deadline, pending approval, but we cannot guarantee full sponsorship benefits for any applications submitted past the deadline listed above)*

Submitting an application does not automatically guarantee acceptance to participate in Tallahassee PRIDEFEST 2018's Pride in the Plaza event. All applications will be reviewed by the Planning Committee and selected based upon quality, uniqueness, appropriateness and originality of product. The Committee reserves the right to accept or deny any application.

Application Packages **MUST** include the following:

- Payment to the Family Tree  
(please put "PRIDEFEST" in the memo/note line)
- Signed release agreement with witness signature
- Artwork for inclusion on website and in the PRIDE GUIDE (see Sponsor Information Packet for details)

**Mail application, materials, and payment to:**

Tallahassee PRIDEFEST  
c/o The Family Tree  
P.O. Box 38477  
Tallahassee, FL 32315

Contact Name: \_\_\_\_\_  
*Last First*

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
*Street/PO Box City State Zip*

Day Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Cell Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

**Please describe your business or organization (attach separate sheet if necessary):**

**Generally describe the goods/materials & information that is to be distributed at your booth during Pride in the Plaza (attach separate sheet if necessary):**

**\*\*Please note: Sponsors & Vendors are responsible for ensuring they have required licenses, insurance, and for collecting and reporting sales tax. Alcohol, weapons, explosives, or hazardous materials are not permitted under ANY circumstances.\*\***

**Describe any special needs or accommodations not listed elsewhere:**

### For Sponsors Only:

*Please select the desired level of sponsorship:*

- Purple (\$3,000)       Yellow (\$750)
- Blue (\$2,000)       Orange (\$500)
- Green (\$1,000)       Red (\$250)

A key benefit of sponsorship is participating in Pride in the Plaza. Please select one:

- I will participate       I will not participate

If participating, you are guaranteed a 10x10 space. Please select additional items (included unless otherwise noted):

- Tent     6ft Table & Chairs (2)     Electricity (\$50)

### For Vendors Only:

*Please select all that apply:*

- Commercial/Retail Vendor Fee (\$100)**  
*(includes 10' x 10' space)*
- 10x10 Tent (\$25)**
- 6ft table and (2) chairs (\$25)**
- Electricity (\$50)**
- Non-Profit Vendor Fee (\$50)**  
*(proof of non-profit status required)*

*Non-profit space includes a table and (2) chairs in a shared space, subject to availability and approval. Non-profit vendors are not permitted to sell ANY item without written approval from Tallahassee PRIDEFEST.*

**For more information please call 850-296-9490 or email [admin@tallahasseepride.com](mailto:admin@tallahasseepride.com)**

## Vendors









Vendor spaces are available with the following options:

<b>\$100</b> <b>Commercial/Retail Vendor Fee</b> includes 10x10 space	<b>\$25</b> <b>10' x 10' Tent</b>	<b>\$25</b> <b>6ft table &amp; (2) chairs</b>	<b>\$50</b> <b>Non-profit vendor fee</b> includes table and 2 chairs in shared space, subject to approval and availability
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*\*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 2018. 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, April 1, 2018 for inclusion in Pride Guide.
- ✦ Logos to be included on event advertising should be submitted in vector format (.eps or .ai) by April 1, 2018.

## Dates and Deadlines

### April 1, 2018

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

All Advertising must be received by this date to be included in the 2018 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 6, 2018

#### Vendor Signup Deadline

All vendors and sponsors that wish to participate in Pride in the Plaza on Saturday, April 21 must have vendor agreement and payment submitted by this date. Space is limited—get your agreement and payment in early!

### April 11, 2018

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 2018**

**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

2018

THE FAMILY TREE IS REGISTERED WITH THE STATE UNDER THE SOLICITATION OF CONTRIBUTIONS ACT, 1991, REGISTRATION NUMBER CH12188. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER AFFAIRS BY CALLING TOLL-FREE WITHIN THE STATE, 1-800-435-7352. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

### FOR INTERNAL USE ONLY:

Date Rcvd: \_\_\_\_\_ Payment Type: \_\_\_\_\_ Amt Paid: \_\_\_\_\_ Chk #: \_\_\_\_\_  
GR: \_\_\_\_\_ Entered: \_\_\_\_\_ Apprvd by: \_\_\_\_\_ Booth #: \_\_\_\_\_