

L A S V E G A S  
**PRIDE**  
2011

SPONSORSHIP  
INFORMATION

Southern Nevada Association of PRIDE, INC.  
501(c)(3) Nonprofit Organization #86-0845653

[www.LasVegasPRIDE.org](http://www.LasVegasPRIDE.org)

# L A S V E G A S PRIDE 2011

## **PARTNER WITH LAS VEGAS PRIDE**

### **SUPPORT THE COMMUNITY & PROMOTE YOUR BUSINESS**

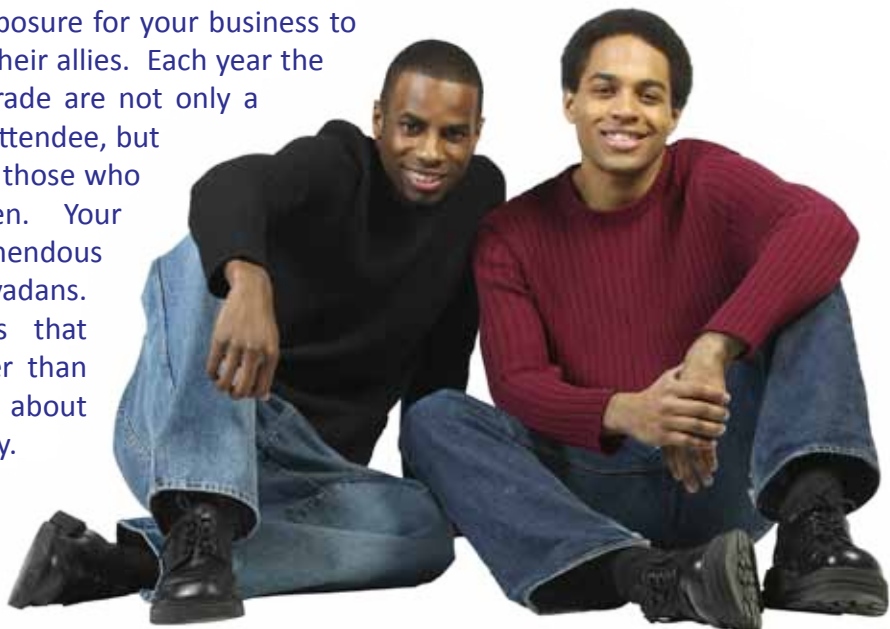
As Nevada's largest and most recognized lesbian, gay, bisexual, and transgender (LGBT) organization, Las Vegas PRIDE is pleased to invite you to become a sponsor of our 28th LGBT PRIDE Celebration. PRIDE Events will be held September 9 - 18, 2011. Our 28th Anniversary Celebration will consist of many exciting events culminating with our Night Parade in historic downtown Las Vegas on September 16, 2011 and PRIDE Festival on September 17, 2011. The PRIDE Festival is an outdoor event showcasing celebrity entertainment, food, merchandise, activities, and numerous community organizations.

### **DISTRIBUTION & LONG SHELF-LIFE GET RESULTS**

A full-color program guide will be distributed extensively one month prior to the event throughout Nevada, Southern California, and select cities across the United States. The PRIDE program has a shelf life! This means it delivers your advertising often, creating an excellent branding opportunity for your business. Additionally, it's a souvenir that will remind an expected 12,000 attendees of your contribution and commitment to support the LGBT community. As research indicates, the LGBT community is loyal to those who support them!

### **BUILD CUSTOMER AWARENESS & LOYALTY**

Being a sponsor with Las Vegas PRIDE provides a tremendous amount of exposure for your business to the LGBT community and their allies. Each year the PRIDE Celebration and Parade are not only a spectacular event for the attendee, but an amazing experience for those who assist in making it happen. Your support builds tremendous awareness for all Nevadans. Supporting PRIDE proves that your business goes deeper than commerce; it truly cares about and supports its community.



# L A S V E G A S PRIDE 2011

## PARTNER WITH LAS VEGAS PRIDE

Las Vegas Pride looks forward to working with you as a sponsor of the 2011 Pride Celebration, Nevada's largest and most colorful civic event! The PRIDE celebration provides an opportunity for you to reinforce your brand in a significant media market, to the extremely "brand loyal" LGBT community. The PRIDE celebration is the best opportunity in Nevada for your business to reach this important consumer.

Las Vegas Pride is one of the very few LGBT events in Nevada that attracts a very diverse audience, comprising people aged 5 to 95, men, women, and children; singles, couples, families; gays, lesbians, bisexuals, transgendered, and their straight allies. Las Vegas residents as well as tourists from the west coast and around the world join us for the events. Las Vegas is one of the most popular tourist destinations for the LGBT community and Las Vegas Pride presents a singular opportunity to attract travelers for this once-a-year event, and gain a loyal following of returning visitors, year after year.

This year, your sponsorship carries an additional benefit of increased advertising time. We are excited to announce the movement of PRIDE festivities from early May to September 16-17, 2011. This means that you will receive an extra four months of brand placement on PRIDE advertisements!

Become a sponsor today to enjoy the benefits of our fully integrated sponsorship packages. Receive guaranteed visibility in local, regional, and national print advertising as well as a presence at the PRIDE Festival and Parade. PRIDE Sponsorships are priced to encourage participation by businesses of all sizes.

### THANK YOU!

We look forward to answering any of the questions you may have regarding potential sponsorship opportunities.

#### Your Sponsorship Committee Co-Chairmen

**Matthew Cox**  
(702) 501-4144  
[sponsors@lasvegaspride.org](mailto:sponsors@lasvegaspride.org)

**Ernie Yuen**  
(702) 290-3583



# L A S V E G A S PRIDE 2011

## RED SPONSOR

### \$20,000+

## RED SPONSORS RECEIVE:

- Logo placement on applicable national/regional/local magazine ads\* not previously purchased, posters/banners, e-mail blasts, and PRIDE web site
- Logo placement on sponsor page and two full-page advertisements in Las Vegas PRIDE's Official PRIDE Guide
- Listing as Red Sponsor in press releases and logo placement on sponsor banner placed at entrance to PRIDE events
- Two 10' x 10' booths (adjacent or separated) at the PRIDE Festival (includes two tables, four chairs & electricity) Festival application and fully refundable cleaning/security deposit of \$100 required to utilize this benefit.
- Priority placement of company banners inside PRIDE Festival venue
- Option to provide marketing collateral for distribution at other PRIDE events attended by Las Vegas PRIDE (See deadlines page for details)
- Hourly acknowledgement of your sponsorship by main stage hosts
- Night PRIDE Parade entry fee waiver and priority position in parade
- 35 complimentary admission tickets to the PRIDE Festival

## OPTIONAL UPGRADES:

(Upgrades available at additional charge listed below)

**\$10 ea.** - Additional PRIDE Festival Entrance Tickets

**\$2,000** - Dance Tent naming rights. (Banners provided by sponsor)

**\$10,000** - Parade naming rights. (Banners provided by sponsor)

**\$5,000** - Main Stage naming rights. (Banners provided by sponsor)

**\*Please Note:** Only sponsor commitments made by **July 1, 2011** carry guaranteed inclusion in applicable regional and national advertising – per sponsor benefits.





**ORANGE**  
SPONSOR

**\$15,000**

## **ORANGE SPONSORS RECEIVE:**

- Logo placement on applicable national/regional/local magazine ads\* not previously purchased, posters/banners, e-mail blasts, and PRIDE web site
- Logo placement on sponsor page one half-page and one full-page advertisement in Las Vegas PRIDE's Official PRIDE Guide
- Listing as Orange Sponsor in press releases and logo placement on sponsor banner placed at entrance to PRIDE events
- Two 10' x 10' booths at the PRIDE Festival (includes two tables, four chairs & electricity) Festival application and fully refundable cleaning/security deposit of \$100 required to utilize this benefit.
- Priority placement of company banners inside PRIDE Festival venue
- Option to provide marketing collateral for distribution at other PRIDE events attended by Las Vegas PRIDE (See deadlines page for details)
- Hourly acknowledgement of your sponsorship by main stage hosts
- Night PRIDE Parade entry fee waiver and priority position in parade
- 25 complimentary admission tickets to the PRIDE Festival

## **OPTIONAL UPGRADES:**

(Upgrades available at additional charge listed below)

**\$10 ea.** - Additional PRIDE Festival Entrance Tickets

**\$400** - Upgrade to two full-page advertisements in Las Vegas PRIDE's Official PRIDE Guide

**\$2,000** - Dance Tent naming rights. (Banners provided by sponsor)

**\$10,000** - Parade naming rights. (Banners provided by sponsor)

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## **YELLOW SPONSORS RECEIVE:**

- Logo placement on applicable national/regional/local magazine ads\* not previously purchased, posters/banners, e-mail blasts, and PRIDE web site
- Logo placement on sponsor page and one full-page advertisement in Las Vegas PRIDE's Official PRIDE Guide
- Listing as Yellow Sponsor in press releases and logo placement on sponsor banner placed at entrance to PRIDE events
- 10' x 10' booth located at the PRIDE Festival (includes one table, two chairs) Festival application and fully refundable cleaning/security deposit of \$100 required to utilize this benefit
- Priority placement of company banners inside PRIDE Festival venue
- Option to provide marketing collateral for distribution at other PRIDE events attended by Las Vegas PRIDE (See deadlines page for details)
- Hourly acknowledgement of your sponsorship by main stage hosts
- Night PRIDE Parade entry fee waiver and priority position in parade
- 20 complimentary admission tickets to the PRIDE Festival

## **OPTIONAL UPGRADES:** (Upgrades available at additional charge listed below)

**\$10 ea.** - Additional PRIDE Festival Entrance Tickets

**\$400** - One additional half-page advertisement in Las Vegas PRIDE's Official PRIDE Guide

**\$2,000** - Dance Tent naming rights. (Banners provided by sponsor)

**\$10,000** - Parade naming rights. (Banners provided by sponsor)

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**GREEN**  
SPONSOR

**\$5,000**

## **GREEN SPONSORS RECEIVE:**

- Logo placement on applicable national/regional/local magazine ads\* not previously purchased, posters/banners, e-mail blasts, and PRIDE web site
- Logo placement on sponsor page and one half-page advertisement in Las Vegas PRIDE's Official PRIDE Guide
- Listing as Green Sponsor in press releases and logo placement on sponsor banner placed at entrance to PRIDE events
- 10' x 10' booth located at the PRIDE Festival (includes one table, two chairs) Festival application and fully refundable cleaning/security deposit of \$100 required to utilize this benefit.
- Placement of company banners inside PRIDE Festival venue
- Option to provide marketing collateral for distribution at other PRIDE events attended by Las Vegas PRIDE (See deadlines page for details)
- Hourly acknowledgement of your sponsorship by main stage hosts
- Night PRIDE Parade entry fee waiver
- 15 complimentary admission tickets to the PRIDE Festival

## **OPTIONAL UPGRADES:** (Upgrades available at additional charge listed below)

**\$10 ea.** - Additional PRIDE Festival Entrance Tickets

**\$400** - Upgrade to one full-page advertisement in Las Vegas PRIDE's Official PRIDE Guide

**\$2,000** - Dance Tent naming rights. (Banners provided by sponsor)

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L A S V E G A S  
**PRIDE**  
2011

**BLUE**  
SPONSOR

**\$2,500**

## **BLUE SPONSORS RECEIVE:**

- Logo placement on applicable national/regional/local magazine ads\* not previously purchased, posters/banners, e-mail blasts, and PRIDE web site
- Logo placement on sponsor page and one quarter-page advertisement in Las Vegas PRIDE's Official PRIDE Guide
- Listing as Blue Sponsor and logo placement on sponsor banner placed at entrance to PRIDE events
- 10' x 10' booth located at the PRIDE Festival (includes one table, two chairs) Festival application and fully refundable cleaning/security deposit of \$100 required to utilize this benefit.
- Placement of company banners inside PRIDE Festival venue
- Hourly acknowledgement of your sponsorship by main stage hosts
- Night PRIDE Parade entry fee waiver
- Listing as Blue Sponsor in press releases
- Ten complimentary admission tickets to the PRIDE Festival

## **OPTIONAL UPGRADES:** (Upgrades available at additional charge listed below)

**\$10 ea.** - Additional PRIDE Festival Entrance Tickets

**\$200** - Upgrade to one half-page advertisement in Las Vegas PRIDE's Official PRIDE Guide

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**VIOLET**  
SPONSOR

**\$1,000**

## **VIOLET SPONSORS RECEIVE:**

- Logo placement on applicable national/regional/local magazine ads\* not previously purchased, posters/banners, e-mail blasts, and PRIDE web site
- Logo placement on sponsor page of Las Vegas PRIDE's Official PRIDE Guide
- Listing as Violet Sponsor and logo placement on sponsor banner placed at entrance to PRIDE events
- 10' x 10' booth located at the PRIDE Festival (includes one table, two chairs) Festival application and fully refundable cleaning/security deposit of \$100 required to utilize this benefit
- Placement of company banners inside PRIDE Festival venue
- Hourly acknowledgement of your sponsorship by main stage hosts
- Night PRIDE Parade entry fee waiver
- Listing as Violet Sponsor in press releases
- Five complimentary admission tickets to the PRIDE Festival

## **OPTIONAL UPGRADES:**

(Upgrades available at additional charge listed below)

**\$10 ea.** - Additional PRIDE Festival Entrance Tickets

**\$200** - Quarter page advertisement in Las Vegas PRIDE's Official PRIDE Guide

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# L A S V E G A S PRIDE 2011

## CATEGORY & IN-KIND SPONSORSHIPS

The following list outlines the “in-kind” and category sponsorship needs of Las Vegas PRIDE. Monetary amounts listed indicate the need for a cash sponsorship of that item or category.

### **Gift Bag / Raffle Items**

- Sponsors to provide items for PRIDE to use at its discretion in gift-bags, event prizes, raffle drawings, etc.

### **Party Rentals & Supply**

- Sponsor to provide table cloths, skirting, and other decorations for use at PRIDE Festival.
- Decorations should be available for afternoon pickup on September 15, 2011 and will be returned on September 19, 2011.

### **Dance Tent Sound/Lighting Systems**

- Sponsor to provide sound/lighting system (including all boards, amplifiers, speakers, wiring and lighting for dance tent. Two to three complete systems needed.
- Sponsor may also suggest deejays for PRIDE event dance tents with approval from Entertainment Committee. If suggested deejays are chosen for the dance tents, sponsor will coordinate and compensate deejays.

### **Volunteer T-Shirts**

- Sponsor to provide custom “volunteer” T-shirts for PRIDE events. (Estimated quantity of 300 needed to clothe volunteers at all PRIDE events.)
- Volunteer T-shirts to include PRIDE logo on the chest, the word “VOLUNTEER” on the back, and the sponsor’s logo/advertisement on the sleeve(s).

### **Youth Pageant - \$1,000**

- Sponsorship covers the costs of hosting the adult and youth royalty pageants as well as all sashes, crowns, medallions, etc.
- Sponsor gains youth pageant hosting rights for their venue if desired/applicable.

### **Car Dealership**

- Able to provide up to ten convertibles for parade on September 16, 2011.
- Sponsor should provide car magnets with logo for additional branding on all vehicles.

### **Truck Rentals**

- Provide one 26ft rental truck free of charge for official Las Vegas PRIDE use from September 13th (morning pickup) to September 19th (afternoon drop-off).
- Provide (if needed by PRIDE) the 2-day use of a cargo van up to four times during sponsorship year.

### **Family Activity Area**

- Sponsor to provide owned or rented play/recreational equipment suitable for all ages as well as personnel to operate equipment safely. Suggested equipment could include bounce houses, playscapes, human gyroscopes, bungee trampoline jump, carnival games, etc.
- Las Vegas PRIDE will supply sponsor with the appropriate amount of space to ensure safe operation.

# L A S V E G A S PRIDE 2011

## CATEGORY & IN-KIND SPONSORSHIPS

### Rental Cars

- Provide rental cars free of charge for official Las Vegas PRIDE use on the following dates:
  - 9/16/11 – 9/18/11: 1 high-end or luxury SUV.
  - 9/16/11: 8 Convertibles ready for pickup by 12-noon. Vehicles will be returned same-day.
- Sponsor should provide car magnets with logo for additional branding on all vehicles.

### Skate Night Sponsor – \$5,000

- Official Skate Night Sponsors gain exceptional market exposure via naming rights of the event as well as the availability of exclusive banner rights inside the skating venue. (One complete sponsor banner listing all sponsors will be posted at the event entrance by PRIDE officials.)
- Sponsor to provide desired collateral/materials for use during event.

### Water Bottle Sponsor - \$5,000+

- Water bottles will be labeled with sponsor's advertisement and PRIDE logo.
- For additional exposure during PRIDE, water vending booths may be sponsored for both the Parade Route (near the grandstand) and on the festival grounds at a rate of \$500 per booth (max of two booths per event). This rate covers staff and signage needed for the booth(s). Water booths will be branded with sponsor's logo. Additional banners may be provided by sponsor.

### Host Hotel

- Sponsor to provide a discounted room rate for PRIDE attendees wishing to book hotel stays.
- Sponsor to offer shuttle service to/from PRIDE's Night Parade and festival for hotel guests (when applicable).
- Sponsor to provide up to 20 regular hotel room nights and 4 suite nights for PRIDE's use during PRIDE. (Exact dates of check-in/check-out to be determined at a later date, pending room availability)
- Sponsor will gain recognition as the host hotel of Las Vegas PRIDE and be mentioned as such in all out-of-state marketing.

### Fireworks - \$10,000+

- Sponsorship covers the cost of close-of-festival firework display on September 17, 2011.
- Sponsor gains naming rights of firework display.

### Parade - \$10,000

- Sponsorship is applied towards the cost of producing the Annual PRIDE Night Parade.
- Sponsor gains naming rights of the Annual PRIDE Night Parade.

### Free Festival Admission - \$100,000

- Sponsorship is applied to cover the expected ticket sales amount of the 2011 PRIDE Festival.
- Sponsor gains presenting rights for the Annual PRIDE Festival.



## SPONSORSHIP DEADLINES:

- Completed Sponsorship Agreement and complete Sponsorship must be postmarked no later than **July 1, 2011**.

- Please make checks payable to **SNAPI**.

- Send Agreement and Sponsorship to:

**4001 S. Decatur Blvd. #37-540  
Las Vegas, NV 89103-5800**

(You will be notified upon receipt of your Sponsorship)

- Logos in PDF or EPS format should be sent to [sponsors@lasvegaspride.org](mailto:sponsors@lasvegaspride.org) as soon as possible, but no later than **July 1, 2011**.

- Camera ready artwork for SNAPI's Official PRIDE Guide should be sent in PDF format to [sponsors@lasvegaspride.org](mailto:sponsors@lasvegaspride.org) by **July 1, 2011**.

- PRIDE Parade Application should be completed and submitted by **September 1, 2011**.

- Company Banners should be available for pick up or delivery by **September 8, 2011**. A special rate of \$4 per square foot has been established for the printing of sponsor parade/festival banners on heavy-duty outdoor vinyl by Big Ideas Printing. If you wish to take advantage of this special rate, please contact Big Ideas Printing at (702) 253-5003.

- For the distribution of Red - Green Sponsor marketing collateral, it is anticipated that Las Vegas PRIDE will attend the following PRIDE events:

EVENT LOCATION	EVENT DATES	EVENT LOCATION	EVENT DATES
Phoenix, AZ PRIDE	April 16-17	San Francisco, CA PRIDE	June 25-26
Long Beach, CA PRIDE	May 21-22	San Diego, CA PRIDE	July 16-17
Salt Lake City, UT PRIDE	June 4-5	Palm Springs, CA PRIDE	November 5-6
Los Angeles, CA PRIDE	June 11-12		
Denver, CO PRIDE	June 18-19		

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