



L A S V E G A S

PRIDE

PETS

SPONSORSHIP INFORMATION



NICK  
SAN PEDRO





## **Welcome!**

From the organization that brings you Nevada's largest Lesbian, Gay, Bi-Sexual, and Transgender Event, Las Vegas PRIDE is proud to present the return of the Las Vegas PRIDE Pets Festival.

From diamond-studded collars to special kitty sleigh beds, LGBTs treat Pets like royalty. In the LGBT community Pets are our children, and we love to spoil our children! In fact 90 percent of LGBT pet owners say their pet is a member of their family, and two thirds have bought their pets presents for holidays and special occasions. Also 71 percent of the LGBT community own pets, compared with 63 percent of heterosexuals.

This event will give you another opportunity to reach the extremely "brand loyal" LGBT community and give a special emphasis on businesses geared toward our pets and their owners.

As pet owners, we are excited to give you this opportunity to join us as we celebrate our pets and the joy they bring to our lives. PRIDE Pets will be held in conjunction with the Las Vegas PRIDE Festival at Sunset Park on October 20, 2018 from noon-10pm & October 21, 2018 from noon-6pm.

Become a sponsor today to enjoy the benefits of our fully integrated sponsorship packages. Receive guaranteed visibility in local, and regional print advertising as well as a presence at the PRIDE Pets area of the Las Vegas PRIDE Festival.

Please consider this proposal as an outline. We are proactive about developing and tailoring sponsorship opportunities that can help meet your goals for marketing, public relations and community outreach.

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

**Jorge Garcia-Solorio**  
*Sponsorship Committee Co-Chair*  
(725) 777-6969  
sponsors@lasvegaspride.org

**Ernie Yuen**  
*Sponsorship Committee Co-Chair*  
(702) 290-3583  
sponsors@lasvegaspride.org





# PRESENTING BEST IN SHOW

**\$15,000**

## PRESENTING SPONSOR RECEIVES:

- Logo placement on applicable national/regional/local magazine ads\* not previously purchased, posters/banners, e-mail blasts, PRIDE iOS & Android App, and PRIDE web site.
- Logo placement on sponsor page and one half-page advertisement in Las Vegas PRIDE's Official PRIDE Guide. Banner ad placement in official PRIDE iOS & Android App.
- Listing as PRIDE Pets Presenting Sponsor in press releases and logo placement on sponsor banner placed at entrance to PRIDE events
- 10' x 10' booth at the PRIDE Festival (includes two tables, four chairs & electricity, non-transferable - no exceptions) and 8 complimentary admission tickets. Festival application must be submitted to utilize this benefit.
- Ability to place a maximum of 8 company banners inside PRIDE Festival venue. (Sponsor holds all financial responsibility in case of damage or loss.)
- 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
- Advertisement placement on LasVegasPRIDE.org, and one dedicated social media post the month of the PRIDE Celebration (Sponsor is responsible for all marketing material)

**\*Please Note:** Only sponsor commitments made and paid in full by **July 14, 2018** carry guaranteed inclusion in applicable regional and national advertising – per sponsor benefits.



# TOP DOG SPONSORSHIP

\$8,000

## TOP DOG SPONSOR RECEIVES:

- Logo placement on sponsor page and one half-page advertisement in Las Vegas PRIDE's Official PRIDE Guide.
- Logo placement in official PRIDE iOS & Android Application.
- Listing as PRIDE Pets Top Dog Sponsor in press releases and logo placement on sponsor banner placed at entrance to PRIDE events.
- 10' x 10' booth at the PRIDE Festival (includes two tables, four chairs & electricity, non-transferable - no exceptions) and 8 complimentary admission tickets. Festival application must be submitted to utilize this benefit.
- Ability to place a maximum of 6 company banners inside PRIDE Festival venue. (Sponsor holds all financial responsibility in case of damage or loss.)
- 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
- Advertisement placement on LasVegasPRIDE.org, and one dedicated social media post the month of the PRIDE Celebration (Sponsor is responsible for all marketing material)

**\*Please Note:** Only sponsor commitments made and paid in full by **July 14, 2018** carry guaranteed inclusion in applicable regional and national advertising – per sponsor benefits.



# FAT CAT SPONSORSHIP

\$4,000

## FAT CAT SPONSOR RECEIVES:

- Logo placement on sponsor page in Las Vegas PRIDE's Official PRIDE Guide
- Logo placement in official PRIDE iOS & Android Application.
- Listing as PRIDE Pets Fat Cat Sponsor and logo placement on sponsor banner placed at entrance to PRIDE events
- Ability to place a maximum of 4 company banners inside PRIDE Festival venue. (Sponsor holds all financial responsibility in case of damage or loss.)
- Hourly acknowledgement of your sponsorship by main stage hosts
- 50% OFF - 1 Standard 10'x10' booth rental at the Las Vegas PRIDE Festival venue (non-transferable - no exceptions).
- Night PRIDE Parade entry fee waiver
- Listing as PRIDE Pets Fat Cat Sponsor in press releases
- Eight complimentary admission tickets to the PRIDE Festival
- 1 Advertisement placement on Las Vegas PRIDE monthly email newsletter.

**\*Please Note:** Only sponsor commitments made and paid in full by **July 14, 2018** carry guaranteed inclusion in applicable regional and national advertising – per sponsor benefits.



# BLUE RIBBON SPONSORSHIP

**\$2,000**

## BLUE RIBBON SPONSORS RECEIVE:

- Logo placement on sponsor page of Las Vegas PRIDE's Official PRIDE Guide
- Logo placement in official PRIDE iOS & Android Application.
- Listing as PRIDE Pets Blue Ribbon Sponsor and logo placement on sponsor banner placed at entrance to PRIDE events
- Ability to place a maximum of 2 company banners inside PRIDE Festival venue. (Sponsor holds all financial responsibility in case of damage or loss.)
- 25% OFF - 1 Standard 10'x10' booth rental at the Las Vegas PRIDE Festival venue (non-transferable - no exceptions).
- Hourly acknowledgement of your sponsorship by main stage hosts
- Night PRIDE Parade entry fee waiver
- Listing as PRIDE Pets Blue Ribbon Sponsor in press releases
- Two complimentary admission tickets to the PRIDE Festival

**\*Please Note:** Only sponsor commitments made and paid in full by **July 14, 2018** carry guaranteed inclusion in applicable regional and national advertising – per sponsor benefits.



## SPONSORSHIP DEADLINES:

- Completed Sponsorship Agreement and complete Sponsorship must be postmarked no later than **August 14, 2018\***.

- Please make checks payable to **Southern Nevada Association of PRIDE, Inc.** Cash sponsorships will be credited at full value, in kind sponsorships will be credited at 1/2 market value.

- 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 [art@lasvegaspride.org](mailto:art@lasvegaspride.org) as soon as possible, but no later than **June 2, 2018**.

- Camera ready artwork for SNAPI's Official PRIDE Guide should be sent in 300dpi JPG or PDF format to [art@lasvegaspride.org](mailto:art@lasvegaspride.org) by **June 2, 2018**.

- PRIDE Parade/Festival Application(s) should be completed and submitted by **August 11, 2018**.

- For the distribution of Red - Yellow 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 7-8	San Diego, CA PRIDE	July 14-16
Long Beach, CA PRIDE	May 20-21	Palm Springs, CA PRIDE	November 2-4
Los Angeles, CA PRIDE	June 9-10		

**\*Please Note:** Only sponsor commitments paid for in full by **July 14, 2018** carry guaranteed inclusion in applicable regional and national advertising – per sponsor benefits.