

L A S V E G A S

**PRIDE**®

*Online*

**2020**



**PRIDE AT HOME**

ALL-DIGITAL EVENT LINEUP  
OCTOBER 2020



## **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 36th LGBT PRIDE Celebration. PRIDE Events will be held October 11 - October 12, 2019. Our 37th LGBT+ PRIDE Celebration. PRIDE Events will be hosted online throughout the month of October (also National LGBT History Month). Our 37th Annual Las Vegas PRIDE celebration will bring together voices of our community members as they contribute their performances and express their diverse stories through video submissions. Despite being distant, we hope to celebrate PRIDE and bring our community together digitally.

### **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 15,000 attendees of your contribution and commitment to support the LGBT community. As research indicates, the LGBT community is loyal to those who support them! Our online video format will reach an expected 100,000+ unique views in the first 20 days from launch, and this digital format will live on generating continued attention and impressions.

### **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 increases awareness for all Nevadans. Supporting PRIDE proves that your business goes deeper than commerce; it truly cares about and supports its community.

Las Vegas PRIDE looks forward to working with you as a sponsor of the 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 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 viewers for this once-a-year event, and gain a loyal following of returning visitors, year after year.

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 Night 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**

Phone  
(866) 930-3336

Email  
[sponsors@lasvegaspride.org](mailto:sponsors@lasvegaspride.org)



# PRESENTING

## EVENT SPONSOR

20,000+ IN CASH

Customized benefits limited to one cash sponsor. Presenting Sponsor recognition for Las Vegas PRIDE 2020.

Presenting sponsor recognition added to Las Vegas PRIDE logo for the duration of the agreement.

### BRAND EXPOSURE

Logo placement on applicable future national/regional/local magazine advertisements, posters/banners, e-mail newsletters. (Sponsor to provide all artwork / logos), also included subsequent in Las Vegas PRIDE Magazine's sponsor "Thank You" page.

LasVegasPRIDE.org - Logo placement on sponsor page, title slide on LasVegasPRIDE.org home page.

### 2020 DIGITAL CONTENT FORMAT

Title card recognition on all 2020 digital videos - prominent placement and high recognition as presenting sponsor for all 2020 digital video content - expected views of 100,000 minimally within 20-days of launch.

### PRESS RELEASES

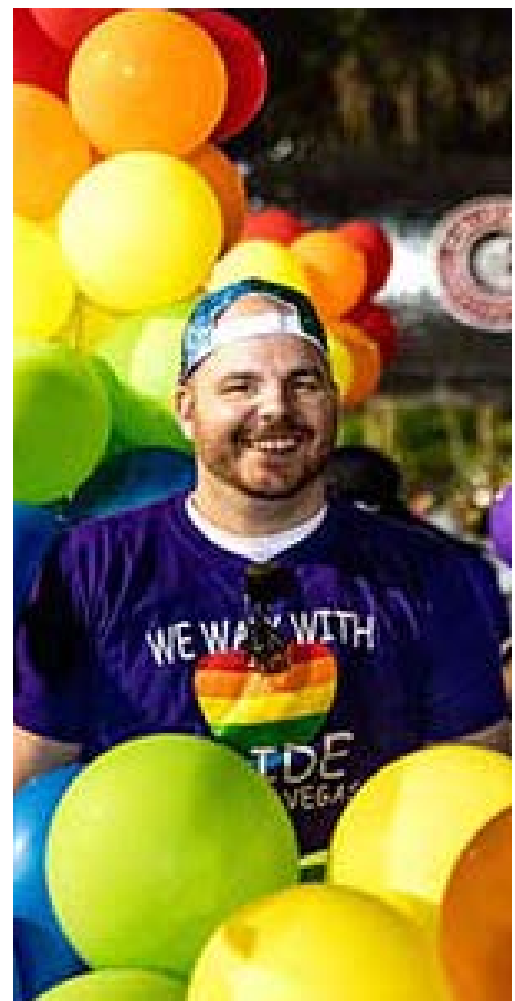
Listing as Presenting Sponsor in all press releases and logo placement on sponsor banner for future publications and acknowledgment.

### SOCIAL MEDIA

Acknowledgement in six future unique individual social media posts through 2020. (Sponsor to provide all artwork / logos)

### OPTIONAL ADVERTISING INCENTIVE

- As a Presenting level sponsor, up to 4 3/4 page advertisements may be purchased at a discounted rate of \$200 per page (bottom 1/4 banner will feature top sponsors with sole presenting sponsor featured prominently).



*\*Please Note: Only sponsor commitments made and paid in full by Sept. 1, 2020, carry guaranteed inclusion in applicable regional and national advertising – per sponsor benefits.*



## **RED**

**EVENT SPONSOR**

**\$10,000+ IN CASH**

### **BRAND EXPOSURE**

Logo placement on applicable future national/regional/local magazine advertisements, posters/banners, e-mail newsletters. (Sponsor to provide all artwork / logos), also included subsequent in Las Vegas PRIDE Magazine's sponsor "Thank You" page.

LasVegasPRIDE.org - Logo placement on sponsor page, Red-Level title slide on LasVegasPRIDE.org home page.

### **2020 DIGITAL CONTENT FORMAT**

Red Level title card recognition for all 2020 digital video content - expected views of 100,000 minimally within 20-days of launch.

### **PRESS RELEASES**

Listing as Red Level Sponsor in all press releases and logo placement on sponsor banner for future publications and acknowledgment

### **SOCIAL MEDIA**

Acknowledgment in four future unique social media posts through 2020. (Sponsor to provide all artwork / logos)

### **OPTIONAL ADVERTISING INCENTIVE**

As a Red level sponsor, up to 4 3/4 page advertisements may be purchased at a discounted rate of \$200 per page (bottom 1/4 banner will feature top sponsors with sole presenting sponsor featured prominently).



*\*Please Note: Only sponsor commitments made and paid in full by Sept. 1, 2020, carry guaranteed inclusion in applicable regional and national advertising – per sponsor benefits.*



# ORANGE

EVENT SPONSOR

\$8,000+ IN CASH

## BRAND EXPOSURE

Logo placement on applicable future national/regional/local magazine advertisements, posters/banners, e-mail newsletters. (Sponsor to provide all artwork / logos), also included subsequent in Las Vegas PRIDE Magazine's sponsor "Thank You" page.

LasVegasPRIDE.org - Logo placement on sponsor page, Orange-Level title slide on LasVegasPRIDE.org home page.

## 2020 DIGITAL CONTENT FORMAT

Orange Level title card recognition for all 2020 digital video content - expected views of 100,000 minimally within 20-days of launch.

## PRESS RELEASES

Listing as Orange Level Sponsor in all press releases and logo placement on sponsor banner for future publications and acknowledgment

## SOCIAL MEDIA

Acknowledgment in three future unique social media posts through 2020. (Sponsor to provide all artwork / logos)

## OPTIONAL ADVERTISING INCENTIVE

As an Orange level sponsor, up to 4 3/4 page advertisements may be purchased at a discounted rate of \$200 per page (bottom 1/4 banner will feature top sponsors with sole presenting sponsor featured prominently).



*\*Please Note: Only sponsor commitments made and paid in full by Sept. 1, 2020, carry guaranteed inclusion in applicable regional and national advertising – per sponsor benefits.*



## **YELLOW**

**EVENT SPONSOR**

**\$6,000+ IN CASH**

### **BRAND EXPOSURE**

Logo placement on applicable future national/regional/local magazine advertisements, posters/banners, e-mail newsletters. (Sponsor to provide all artwork / logos), also included subsequent in Las Vegas PRIDE Magazine's sponsor "Thank You" page.

LasVegasPRIDE.org - Logo placement on sponsor page, Yellow-Level title slide on LasVegasPRIDE.org home page.

### **2020 DIGITAL CONTENT FORMAT**

Yellow Level title card recognition for all 2020 digital video content - expected views of 100,000 minimally within 20-days of launch.

### **PRESS RELEASES**

Listing as Yellow Level Sponsor in all press releases and logo placement on sponsor banner for future publications and acknowledgment

### **SOCIAL MEDIA**

Acknowledgment in two future unique social media posts through 2020. (Sponsor to provide all artwork / logos)

### **OPTIONAL ADVERTISING INCENTIVE**

As an Yellow level sponsor, up to 4 3/4 page advertisements may be purchased at a discounted rate of \$200 per page (bottom 1/4 banner will feature top sponsors with sole presenting sponsor featured prominently).



*\*Please Note: Only sponsor commitments made and paid in full by Sept. 1, 2020, carry guaranteed inclusion in applicable regional and national advertising – per sponsor benefits.*



## **GREEN**

**EVENT SPONSOR**

**\$8,000+ IN CASH**

### **BRAND EXPOSURE**

Logo placement on applicable future national/regional/local magazine advertisements, posters/banners, e-mail newsletters. (Sponsor to provide all artwork / logos), also included subsequent in Las Vegas PRIDE Magazine's sponsor "Thank You" page.

LasVegasPRIDE.org - Logo placement on sponsor page, Green-Level title slide on LasVegasPRIDE.org home page.

### **2020 DIGITAL CONTENT FORMAT**

Green Level title card recognition for all 2020 digital video content - expected views of 100,000 minimally within 20-days of launch.

### **PRESS RELEASES**

Listing as a Green Level Sponsor in all press releases and logo placement on sponsor banner for future publications and acknowledgment

### **SOCIAL MEDIA**

Acknowledgment in one future unique social media posts through 2020. (Sponsor to provide all artwork / logos)

### **OPTIONAL ADVERTISING INCENTIVE**

As an Green level sponsor, up to 2 3/4 page advertisements may be purchased at a discounted rate of \$200 per page (bottom 1/4 banner will feature top sponsors with sole presenting sponsor featured prominently).



*\*Please Note: Only sponsor commitments made and paid in full by Sept. 1, 2020, carry guaranteed inclusion in applicable regional and national advertising – per sponsor benefits.*





## BLUE

EVENT SPONSOR

\$4,000+ IN CASH

### BRAND EXPOSURE

Logo placement on applicable future national/regional/local magazine advertisements, posters/banners, e-mail newsletters. (Sponsor to provide all artwork / logos), also included subsequent in Las Vegas PRIDE Magazine's sponsor "Thank You" page.

LasVegasPRIDE.org - Logo placement on sponsor page, Blue-Level title slide on LasVegasPRIDE.org home page.

### 2020 DIGITAL CONTENT FORMAT

Blue Level title card recognition for all 2020 digital video content - expected views of 100,000 minimally within 20-days of launch.

### PRESS RELEASES

Listing as Blue Level Sponsor in all press releases and logo placement on sponsor banner for future publications and acknowledgment

### SOCIAL MEDIA

Acknowledgment in one future shared sponsor "Thank You" social media posts through 2020. (Sponsor to provide all artwork / logos)

### OPTIONAL ADVERTISING INCENTIVE

As an Blue level sponsor, up to 2 3/4 page advertisements may be purchased at a discounted rate of \$200 per page (bottom 1/4 banner will feature top sponsors with sole presenting sponsor featured prominently).



*\*Please Note: Only sponsor commitments made and paid in full by Sept. 1, 2020, carry guaranteed inclusion in applicable regional and national advertising – per sponsor benefits.*



# VIOLET

EVENT SPONSOR

\$1,000+ IN CASH

## BRAND EXPOSURE

Logo placement on applicable future national/regional/local magazine advertisements, posters/banners, e-mail newsletters. (Sponsor to provide all artwork / logos), also included subsequent in Las Vegas PRIDE Magazine's sponsor "Thank You" page.

LasVegasPRIDE.org - Logo placement on sponsor page, Blue-Level title slide on LasVegasPRIDE.org home page.

## 2020 DIGITAL CONTENT FORMAT

Violet Level title card recognition for all 2020 digital video content - expected views of 100,000 minimally within 20-days of launch.

## PRESS RELEASE

Listing as Violet Level Sponsor in all press releases and logo placement on sponsor banner for future publications and acknowledgment

## SOCIAL MEDIA

Acknowledgment in one future shared sponsor "Thank You" social media post through 2020. (Sponsor to provide all artwork / logos)

## OPTIONAL ADVERTISING INCENTIVE

As an Violet level sponsor, one 3/4 page advertisement may be purchased at a discounted rate of \$200 per page (bottom 1/4 banner will feature top sponsors with sole presenting sponsor featured prominently).



*\*Please Note: Only sponsor commitments made and paid in full by Sept. 1, 2020, carry guaranteed inclusion in applicable regional and national advertising – per sponsor benefits.*



## MEDIA SPONSOR LEVELS

Media sponsor levels are based on the value of media coverage offered to Southern Nevada Association of PRIDE, Inc. Ad trades are also available and customized packages are available.\*

### DIAMOND- \$50,000

- Diamond level logo placement
- One full-page in the PRIDE Guide
- Publication placement<sup>1</sup>
- 3 Facebook postings on Las Vegas PRIDE Facebook page during the week of PRIDE<sup>2</sup>
- UPGRADE: Special Rate of \$200 for one 3/4-page in the Guide to Las Vegas PRIDE 2020 (max. 6)

### PLATINUM- \$35,000

- Platinum level logo placement
- One full-page in the PRIDE Guide
- Publication promotion<sup>1</sup>
- Three Facebook postings on Las Vegas PRIDE Facebook page during the week of PRIDE<sup>2</sup>
- UPGRADE: Special Rate of \$200 for one 3/4-page in the Guide to Las Vegas PRIDE 2020 (max. 4)

### GOLD- \$20,000

- Gold level logo placement
- Publication placement<sup>1</sup>
- Two Facebook postings on Las Vegas PRIDE Facebook page during the week of PRIDE<sup>2</sup>
- UPGRADE: Special Rate of \$200 for one 3/4-page in the Guide to Las Vegas PRIDE 2020 (max. 2)

### SILVER- \$10,000

- Silver level logo placement
- Publication placement<sup>1</sup>
- Two Facebook postings on Las Vegas PRIDE Facebook page during the week of PRIDE<sup>2</sup>
- UPGRADE: Special Rate of \$200 for one 3/4-page in the Guide to Las Vegas PRIDE 2020 (max. 1)

### BRONZE \$5,000

- Bronze level logo placement

1 - Sponsor/Publisher is responsible for providing digital access to publications via url for inclusion in the virtual Las Vegas PRIDE event.

2 - Facebook posting must be produced by Sponsor/Publisher. Art should be provided as a 5" x 7" high resolution graphic and submitted via email to [art@lasvegaspride.org](mailto:art@lasvegaspride.org).

**Custom sponsorship packages are available.** Southern Nevada Association of PRIDE, Inc. reserves the right to add or remove listed benefits in any package during the sponsorship agreement process.

\*Please Note: Only sponsor commitments made and paid in full by September 1, 2020 carry guaranteed inclusion in applicable regional and national advertising – per sponsor benefits.



## DEADLINES

### SPONSORSHIP DUE DATES

Completed Sponsorship Agreement and complete Sponsorship must be postmarked no later than **SEPTEMBER 30, 2020\***.

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 for intangible goods and market value for tangible goods.

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 **SEPTEMBER 1, 2020**.

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 **SEPTEMBER 1, 2020**.



*\*Please Note: Only sponsor commitments made and paid in full by Sept. 1, 2020, carry guaranteed inclusion in applicable regional and national advertising – per sponsor benefits.*



## SUPPORTING DIVERSITY

IT'S GOOD BUSINESS

### 11 MILLION

LGBT People are living in the U.S. - 88% of those are employed. (Gallup 2018)

### 3.72 TRILLION

Estimated spending power of LGBT consumer segment globally. (Out in the World Report, 2016)

### 2X

LGBT adults are early adopters who spend twice as much for brand names, new appliances, and gadgets. (Neilson, 2015)

### 78%

LGBT adults and their families would switch to brands that are known to be LGBT-friendly. (CMI, 2018)

### 79%

Have made a conscious decision to make a purchase due to a company's LGBTQ inclusive outreach, employment practices, or LGBTQ-supportive political stance. (Annual LGBTQ Community Survey 2020)

### 85%

Gays and Lesbians who would prefer to buy from companies that specifically market to the LGBT community.

### 1,300 VISITORS

On an average day, more than 1,300 people visit the LasVegasPride.org website.

### 25,000+

More than 25,000 people actively follow Las Vegas PRIDE on Facebook.





# MAGAZINE RATES & SIZES

## 2020 ADVERTISING DUE DATES

### LAS VEGAS PRIDE MAGAZINE PRIDE ISSUE RATES & SIZES

Distributed throughout Nevada, California, Utah and Arizona.  
Includes 3 social media reach outs in September/October.

FULL PAGE \$600 (Open Insertion)

FULL PAGE \$700 (Premium Placement)

Non-Bleed 7.375" x 9"

Bleed 8.75" x 10.875" / Trim 8.25" x 10.375" / Live Area 7.375" x 9"

### GUIDE TO PRIDE RATES & SIZES

Produced and distributed via partnership with GED Magazine. Distributed throughout Nevada, California, Utah and Arizona. Includes 3 social media reach outs in September/October.

INSIDE FRONT/BACK COVER \$500

FULL PAGE (Open Insertion) \$300

(\$200 for current Las Vegas PRIDE advertisers)

FULL PAGE (Premium Placement) \$400

(\$300 for current Las Vegas PRIDE advertisers)

Non-Bleed 5"W X 8"H

Bleed 5.75"W X 8.75"H / Trim 5.5"W X 8.5"H / Live Area 5"W X 8"H

Completed Advertising Insertion Order and payment must be received no later than **SEPT 1, 2020** (Las Vegas PRIDE Magazine) or **SEPT 1, 2020** (Guide to PRIDE).

Please make checks payable to Southern Nevada Association of PRIDE, Inc.

Send agreement and payment to:

**4001 S. DECATUR BLVD. #37-540**

**LAS VEGAS, NV 89103-5800**

Camera ready artwork for Las Vegas PRIDE Magazine's PRIDE Issue (October 2020) should be sent in 300dpi JPG or PDF format to art@lasvegaspride.org by **SEPT 1, 2020**.

Camera ready artwork for the Official Guide to PRIDE should be sent in 300dpi CMYK JPG or PDF format to art@lasvegaspride.org by **SEPT 1, 2020**.



# INSERTION ORDER

The Las Vegas PRIDE Magazine/Guide to PRIDE is entirely full color and all pages are printed on a coated (glossy) stock. Ad Design is not included in the ad placement price. Advertisers are responsible for submitting acceptable artwork as specified below. Graphic design services are available by separate arrangement or referral to local graphic designers.



Please check one or both for ad insertion:

- Las Vegas PRIDE Magazine PRIDE Issue**  
(Reserve by Sept 1, 2020 / Ad(s) due by Sept 1st / Street Date Oct. 7th)
- Las Vegas Guide to PRIDE**  
(Reserve by Sept 1, 2020 / Ad(s) due by Sept 1st / Street Date Oct. 2nd)

Advertiser Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Ad Size/Specifications: \_\_\_\_\_

Price: \_\_\_\_\_ Deposit: \_\_\_\_\_ Date: \_\_\_\_\_

Visa/MC/Disc - Name on Card: \_\_\_\_\_ Expiration: \_\_\_\_\_

Card No.: \_\_\_\_\_ Security Code: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_

ADVERTISER ACCEPTANCE: Publisher reserves the right to refuse any advertising for any reason. Publisher is Las Vegas PRIDE. Publisher is hereby authorized to insert the advertisement in the designated publication for which the advertiser shall pay \$\_\_\_\_\_. While every effort has been made to secure accuracy, Publisher shall not be liable to advertiser for or others for damages beyond the price of that item. Any adjustments made by the Publisher shall be proportionate to the severity of the error but shall in no case exceed the price paid for the items. Publisher shall not be liable for late issues or failure to publish or circulate all or any part of the Program because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstances beyond the Publisher's control. Publisher shall not be liable to advertiser or others for any error contained in Advertiser's display advertisement. If Advertiser fails to return their advertisement proof with all corrections by the published deadline set forth by the proof any monies collected shall be forfeited. The Advertiser warrants and represents Advertiser is the owner of and/or is authorized to use any or all logos, illustrations, trademarks, trade names, cuts or any artwork supplied to the Publisher for use in the Advertiser's advertisement. I hereby agree to indemnify, defend and hold harmless, Las Vegas PRIDE and its officers, directors, employees, attorneys, agents, servants, volunteers and assigns, and each of them, from any and all actions, causes of action, claims, damages, losses, liabilities, obligations, judgments, liens, indebtedness, costs, attorney fees, injuries or others, claims which form the basis of pending litigations, and demands of whatever kind or character which may result and/or arise from the publication of the Guide to Las Vegas PRIDE 2020/Las Vegas PRIDE Magazine PRIDE Issue. Publisher does not guarantee the position of the display advertisement unless clearly specified on the fact of this agreement or insertion order. If the advertiser sells or discontinues business before or after publication, payment amounts due under this agreement shall not be waived. The signer of this agreement warrants that he or she is the owner, officer or duly authorized agent of the Advertiser with full authority to bind advertiser hereunder. By executing this Agreement, Advertiser warrants and represents that he/she has read all of the foregoing, including the Program Rate Card in its entirety. Neither Publisher nor Advertiser shall be bound by any agreement or understanding not set forth therein.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

To purchase an ad, fax this insertion order to: (866) 930-3336 or mail to:  
Las Vegas PRIDE; 4001 S. Decatur Blvd. #37-540; Las Vegas, NV 89103-5800