

# 2017 SPONSORSHIP INFORMATION



## Thank You For 2016!

The 2016 Heartland Pride Parade in Council Bluffs was one of our largest yet, and the Festival at Stinson Park saw record numbers of people. THANK YOU!

Pride will be what we all make it. This community is better when we work together, learn together, and celebrate community together!

Our board and committee chairs are working hard at planning and developing programming for our 2017 "Alive With Pride" Parade and Festival ... and we need you! The parade will be on June 17, 2017 and the festival will be on June 24th, 2017. Sponsors play a vital role in helping celebrate community, educating the public on how your business or organization fits with the Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ+) communities, and how together, we can make a difference.

The following pages contain our updated sponsorship packets. Kylee Wilson Kemp is our Grants and Sponsorship Chair and Board Member and can be reached at:

[grantsandsponsorship@heartlandpride.org](mailto:grantsandsponsorship@heartlandpride.org)

# 2017 SPONSORSHIP INFORMATION



| Click on title to go to page                                                                       | <b>DIAMOND<br/>\$10,000</b> | <b>PLATINUM<br/>\$5,000</b> | <b>GOLD<br/>\$2,500</b> | <b>SILVER<br/>\$1,000</b> | <b>BRONZE<br/>\$500</b> |
|----------------------------------------------------------------------------------------------------|-----------------------------|-----------------------------|-------------------------|---------------------------|-------------------------|
| Included on Sponsor Page in printed and digital Pride Guides                                       | ★                           | ★                           | ★                       | ★                         |                         |
| Included on Sponsor Page in printed Pride Guide                                                    |                             |                             |                         |                           | ★                       |
| Free Parade Entry                                                                                  | ★                           | ★                           | ★                       | ★                         | ★                       |
| Logo displayed on festival banners, T Shirts, banners we use for community events throughout year! | ★                           | ★                           | ★                       | ★                         |                         |
| Display your provided company banner at the festival.                                              | ★                           | ★                           | ★                       | ★                         |                         |
| Festival Booth                                                                                     | Two Booths                  | One Booth                   | 75% Discount            | 50% Discount              | 25% Discount            |
| Color Digital and Printed Pride Guide Ad                                                           | Back Cover                  | Full Page                   | ½ Page                  | ¼ Page                    |                         |
| Promotional Announcement at Parade.                                                                | Three                       | Two                         | One                     |                           |                         |
| Promotional Announcements at Festival                                                              | Every Hour                  | Every two Hours             | Every two Hours         | Two                       |                         |
| Tickets to Festival                                                                                | 25                          | 15                          | Ten                     | Five                      | Two                     |
| Your name included in Heartland Pride paid radio spots                                             | Yes                         | Yes                         |                         |                           |                         |
| Included in our monthly blog, social media, and email list newsletter.                             | 24 times                    | 12 times                    | Six times               | One time                  | One time                |
| River Ride With Heartland Pride                                                                    | Two                         |                             |                         |                           |                         |
| Add swag or promotional coupons to draw-string bags that will be given to the first 2,000 guests   | Included                    | Included                    | \$100                   | \$150                     | \$150                   |
| *NEW* Sponsor Window Cling                                                                         | ★                           | ★                           | ★                       | ★                         | ★                       |

## DIAMOND SPONSORSHIP \$10,000

**PARTNER WITH HEARTLAND PRIDE.** As Nebraska's largest and most recognized LGBTQ+ organization, Heartland Pride is pleased to invite you to become a sponsor of our Annual Pride Parade and Festival. Pride events will be held June 17-24, 2017. June 17 begins several days of Pride the parade, river boat cruise, pageant, youth pride, vigil and the Pride festival showcasing entertainment, food, merchandise, activities, and numerous community organizations!

**PRINTED AND DIGITAL PRIDE GUIDE.** A full-color program guide will be extensively distributed at least one month prior to the event throughout Greater Omaha-Council Bluffs area. This year, a digital copy will be created and posted online, complete with embedded links and will be viewable online from March 1, 2017 until February 28, 2018, way beyond the shelf life of the printed pride guide. This digital format delivers more return on your investment by creating an excellent branding opportunity and connection to our community for your business. Additionally, the printed pride guide serves as a souvenir and go-to resource that reminds the expected 7,500 attendees of your contribution and commitment to support the LGBTQ+ communities. As research indicates, LGBTQ+ communities are loyal to those who support them!

### DIAMOND SPONSORS RECEIVE:

- Your Color Logo on our Sponsor Page in Printed and Digital Guides
- Full page ad in color printed and digital guides (back cover)
- Parade entry
- Color logo printed on t-shirts, sponsor banners at festival and banners used year-round at Heartland Pride community events.
- Two festival booths
- Three promotional announcements at parade, and every hour at festival
- Your company banner displayed at festival
- 25 Tickets to Festival and two tickets to River Ride with Heartland Pride
- Announcement of Presenting Sponsor on our paid Radio Ads
- Monthly social media announcements until February 28, 2018.
- Your company promotional materials/items to be given away in the Heartland Pride goodie bags.
- **Be a Named Sponsor!** for Main Stage, Beer Gardens, Water Station, Kids Corner, Main Entrance and First Aid Station. See Page 16!

## PLATINUM SPONSORSHIP \$5,000

**PARTNER WITH HEARTLAND PRIDE.** As Nebraska's largest and most recognized LGBTQ + organization, Heartland Pride is pleased to invite you to become a sponsor of our Annual Pride Parade and Festival. Pride events will be held June 17-24, 2017. June 17 begins several days of Pride the parade, river boat cruise, pageant, youth pride, vigil and the Pride festival showcasing entertainment, food, merchandise, activities, and numerous community organizations!

**PRINTED AND DIGITAL PRIDE GUIDE.** A full-color program guide will be extensively distributed at least one month prior to the event throughout Greater Omaha-Council Bluffs area. This year, a digital copy will be created and posted online, complete with embedded links and will be viewable online from March 1, 2017 until February 28, 2018, way beyond the shelf life of the printed pride guide. This digital format delivers more return on your investment by creating an excellent branding opportunity and connection to our community for your business. Additionally, the printed pride guide serves as a souvenir and go-to resource that reminds the expected 7,500 attendees of your contribution and commitment to support the LGBTQ+ communities. As research indicates, LGBTQ+ communities are loyal to those who support them!

### PLATINUM SPONSORS RECEIVE:

- Your Color Logo on our Sponsor Page in Printed and Digital Guides
- Full page ad in color printed and digital guides
- Parade entry
- Color logo printed on t-shirts, sponsor banners at festival and banners used year-round at Heartland Pride community events.
- One festival booth
- Two promotional announcements at parade, and every two hours at festival
- Your company banner displayed at festival
- 15 Tickets to Festival and two tickets to River Ride with Heartland Pride
- Announcement of Presenting Sponsor on our paid Radio Ads
- Monthly social media announcements until February 28, 2018.
- Your company promotional materials/items to be given away in the Heartland Pride goodie bags.
- Be a Named Sponsor! for Main Stage, Beer Gardens, Water Station, Kids Corner, Main Entrance and First Aid Station. See Page 16!

## GOLD SPONSORSHIP \$2,500

**PARTNER WITH HEARTLAND PRIDE.** As Nebraska's largest and most recognized LGBTQ+ organization, Heartland Pride is pleased to invite you to become a sponsor of our Annual Pride Parade and Festival. Pride events will be held June 17-24, 2017. June 17 begins several days of Pride the parade, river boat cruise, pageant, youth pride, vigil and the Pride festival showcasing entertainment, food, merchandise, activities, and numerous community organizations!

**PRINTED AND DIGITAL PRIDE GUIDE.** A full-color program guide will be extensively distributed at least one month prior to the event throughout Greater Omaha-Council Bluffs area. This year, a digital copy will be created and posted online, complete with embedded links and will be viewable online from March 1, 2017 until February 28, 2018, way beyond the shelf life of the printed pride guide. This digital format delivers more return on your investment by creating an excellent branding opportunity and connection to our community for your business. Additionally, the printed pride guide serves as a souvenir and go-to resource that reminds the expected 7,500 attendees of your contribution and commitment to support the LGBTQ+ communities. As research indicates, LGBTQ+ communities are loyal to those who support them!

### **GOLD SPONSORS RECEIVE:**

- **Your Color Logo on our Sponsor Page in Printed and Digital Guides**
- **Half page ad in color printed and digital guides**
- **Parade entry**
- **Color logo printed on t-shirts, sponsor banners at festival and banners used year-round at Heartland Pride community events.**
- **75% discount on festival booth**
- **One promotional announcement at parade, and every two hours at festival**
- **Your company banner displayed at festival**
- **Ten Tickets to Festival**
- **Monthly social media announcements until February 28, 2018.**
- **For an additional \$100, your company promotional materials/ items to be given away in the Heartland Pride goodie bags.**
- **Be a Named Sponsor! for Main Stage, Beer Gardens, Water Station, Kids Corner, Main Entrance and First Aid Station. See Page 16!**

## SILVER SPONSORSHIP \$1,000

**PARTNER WITH HEARTLAND PRIDE.** As Nebraska's largest and most recognized LGBTQ+ organization, Heartland Pride is pleased to invite you to become a sponsor of our Annual Pride Parade and Festival. Pride events will be held June 17-24, 2017. June 17 begins several days of Pride the parade, river boat cruise, pageant, youth pride, vigil and the Pride festival showcasing entertainment, food, merchandise, activities, and numerous community organizations!

**PRINTED AND DIGITAL PRIDE GUIDE.** A full-color program guide will be extensively distributed at least one month prior to the event throughout Greater Omaha-Council Bluffs area. This year, a digital copy will be created and posted online, complete with embedded links and will be viewable online from March 1, 2017 until February 28, 2018, way beyond the shelf life of the printed pride guide. This digital format delivers more return on your investment by creating an excellent branding opportunity and connection to our community for your business. Additionally, the printed pride guide serves as a souvenir and go-to resource that reminds the expected 7,500 attendees of your contribution and commitment to support the LGBTQ+ communities. As research indicates, LGBTQ+ communities are loyal to those who support them!

### SILVER SPONSORS RECEIVE:

- Your Color Logo on our Sponsor Page in Printed and Digital Guides
- Quarter page ad in color printed and digital guides
- Parade entry
- Color logo printed on t-shirts, sponsor banners at festival and banners used year-round at Heartland Pride community events.
- 50% discount on festival booth
- Five Tickets to Festival
- Monthly social media announcements until February 28, 2018.
- For an additional \$150, your company promotional materials/items to be given away in the Heartland Pride goodie bags.
- Be a Named Sponsor! for Main Stage, Beer Gardens, Water Station, Kids Corner, Main Entrance and First Aid Station. See Page 16!



## BRONZE SPONSORSHIP \$500

**PARTNER WITH HEARTLAND PRIDE.** As Nebraska's largest and most recognized lesbian, gay, bisexual, transgender, and Queer (LGBTQ+) organization, Heartland Pride is pleased to invite you to become a sponsor of our Annual Pride Parade and Festival. PRIDE Events will be held June 17-24, 2017. June 17 begins several days of Pride the pageant, parade, river boat cruise, and the Pride Festival showcasing entertainment, food, merchandise, activities, and numerous community organizations!

**PRINTED AND DIGITAL PRIDE GUIDE.** A full-color program guide will be extensively distributed at least one month prior to the event throughout the Greater Omaha-Council Bluffs. This year, a digital copy will be created and posted online, complete with embedded links and will be viewable online until January 31, 2018, way beyond the shelf life of the printed pride guide. This digital format delivers more return on your investment by creating excellent branding opportunity and connection to our community for your business. Additionally, the printed pride guide serves a souvenir and go to resource that reminds the expected 7,500 attendees of your contribution and commitment to support the LGBTQ+ community. As research indicates, the LGBTQ+ community is loyal to those who support them!

### BRONZE SPONSORS RECEIVE:

- Your Color Logo on our Sponsor Page in Printed and Digital Guides
- Parade entry
- 25% discount on festival booth
- Two Tickets to Festival
- Monthly social media announcements until February 28, 2018.
- For an additional \$150, your company promotional materials/items to be given away in the Heartland Pride goodie bags.
- Be a Named Sponsor! for Main Stage, Beer Gardens, Water Station, Kids Corner, Main Entrance and First Aid Station. See Page 16!

## PARTNER WITH HEARTLAND PRIDE

Heartland Pride looks forward to working with you as a sponsor of the 2017 pride parade and festival. Heartland Pride produces one of Nebraska's most celebrated festivals that promotes inclusion and diversity for the LGBTQ+ Communities.

*"The combined buying power of U.S. lesbian, gay, bisexual and transgender adults rose about 3.7 percent to \$917 billion last year, rivaling the disposable income of other American minority groups, according to an annual analysis."*

<https://www.bloomberg.com/news/articles/2016-07-20/lgbt-purchasing-power-near-1-trillion-rivals-other-minorities>

Our Omaha-Council Bluffs Parade and Festival is one of the best opportunities in greater Omaha-Council Bluffs area for your business to reach important consumers.

Heartland Pride attracts a diverse audience, comprising people of all ages, men, women, and children; singles, couples, families; gays, lesbians, bisexuals, transgendered, and their straight allies.

Nebraska and Iowa residents, along with tourists visiting Omaha, will join us for these events.

Become a sponsor today to enjoy the benefits of our fully integrated sponsorship packages. Receive visibility and brand recognition in local and region. We offer sponsorship packages for all sizes of businesses and organizations.

**THANK YOU!**

**We are ready to help you now, email: Kylee Wilson Kemp,**

**Board Member-Grants and Sponsorship**

**GrantsAndSponsorship@HeartlandPride.Org**



## 2017 ADDITIONAL UPGRADE OPPORTUNITIES

### FRIENDS OF PRIDE

Have your name listed as a “Friend of Pride” in the color Printed and Digital Pride Guide. (For individuals, in memory of, not for businesses or organizations) **\$100**

### SPONSOR WINDOW CLING

Show your customers, employees, and guests that you support diversity by displaying our new window cling. **\$10**

### BANNER SPONSOR FOR PRIDE FESTIVAL AREAS:

Heartland Pride would have a banner created naming your company the sponsor of the chosen area/event.

|                   |       |            |
|-------------------|-------|------------|
| Main Stage        | ..... | \$1,000.00 |
| Entrance Gate     | ..... | \$ 750.00  |
| Beer Garden       | ..... | \$ 500.00  |
| Kids Corner       | ..... | \$ 500.00  |
| Water Station     | ..... | \$ 500.00  |
| First Aid Station | ..... | \$ 500.00  |

## PRIDE FESTIVAL BOOTHS

|                                 |                                              |                   |                                                                        |
|---------------------------------|----------------------------------------------|-------------------|------------------------------------------------------------------------|
| Non Profit (Gov)                | Information or Merchandise                   | \$100.00          | 10x10 under tent, one 6 foot table, 2 chairs, 4 vendor passes          |
| For Profit                      | Information Only                             | \$250.00          | 10x10 under tent, one 6 foot table, 2 chairs, 4 vendor passes          |
| For Profit                      | Selling Merchandise                          | \$300.00          | 10x10 under tent, one 6 foot table, 2 chairs, 4 vendor passes          |
| Food Vendor*                    | Vending Food                                 | \$300.00          | 10x10 under tent, one 6 foot table, 2 chairs, 4 vendor passes          |
| Non Profit, Gov, or For Profit. | Corner Booths-Limited Number                 | \$275             | 10x10 under tent, corner, one 6 foot table, 2 chairs, 4 vendor passes. |
| <b>OPTIONS:</b>                 |                                              |                   |                                                                        |
|                                 | Electricity** (limited number, first booked) | \$50.00           |                                                                        |
|                                 | Additional Vendor Passes                     | \$5.00 per person | Prepaid by midnight June 20, 2017                                      |
|                                 | Additional Table (One)                       | \$15              |                                                                        |
|                                 | Additional Chairs (Two)                      | \$10              |                                                                        |

## PRIDE FESTIVAL BOOTHS

### DETAILED INFORMATION

**ALL BOOTH VENDORS:** No organization is allowed to serve, sell, or give away pop or water. You are responsible for getting vendor passes to your team PRIOR to them arriving at the gate, they will need them to get in.

We generally sell out of booth space each year, you will want to book early to ensure your spot! Booths are assigned on first booked basis and no booth will be assigned until full payment is received.

All vendors must set up between 8:00am and 9:30am on the day of Pride. After set-up park will be cleared and all staff and vendors will be checked prior to opening at 11:00am. All booths must be closed by 10:00pm.

All vendor passes will be listed on the will call list. They will be under your organization name. Heartland Pride will not manage your individual lists, only the number of available passes. When the number of passes allowed has been issued, no other passes will be given. Best practice is to ensure your volunteers and staff have the passes prior to arriving at the gate.

**FOOD VENDORS:** A Food Vendor is a business selling food items. Factory packaged food items do not apply. A Food Vendor permit from the City of Omaha (Douglas County Health Department) is required and is the vendor's responsibility. No organization is allowed to serve, sell, or give away pop or water.

**ELECTRICITY:** Electricity will be available on a first come, first served basis, with a limited number of booths available for electrical service. You will need to submit your plan on what your needs are.

**CANCELLATION POLICY:** 100% refund prior to May 1. No refunds after May 1st. Heartland Pride is a rain or shine event!

**APPLICATION:** You may apply for your vendor booth by visiting [www.heartlandpride.org](http://www.heartlandpride.org)

**VENDOR PASSES:** Will Call will be available by organization name at the entrance. They will be listed by organization name. When the number of people have checked in, no other passes will be given "free" from heartland pride for that organization.

## PRIDE PARADE

### 2017 Heartland Pride Parade-Council Bluffs

We are pleased to share that this year's parade will again be in beautiful and welcoming Council Bluffs!

**Deadline for parade entry is: Monday, June 5th, 2017. Entry fee is \$50**

Visit us at [www.heartlandpride.org](http://www.heartlandpride.org) to pay your fees and register. If paying by check, the check and entry form must be received no later than June 5th, 2017.

For the safety of parade participants, spectators and the general public, and to ensure the parade is in line with the values of the Heartland Pride organization, parade participants **MUST** agree to the following terms & conditions:

1. Applications are subject to approval by the Heartland Pride Parade Committee. Heartland Pride reserves the right to reject any application it believes would be inappropriate given the nature of the event.
2. The parade coordinator will send out a line-up and further instructions at least one week prior to the parade. The parade will start promptly at 10:00am. All registered groups/individuals must be in their designated line-up position by 9:00am on day of parade. At this time the parade's judges will be walking through the line-up area for a preview of all the units.
3. Entrants are responsible for the set-up and cleanup of their vehicle before and after the parade.
4. All units agree to follow the direction(s) of the Heartland Pride Parade Coordinator, Heartland Pride Parade Security, and the Local Police Department at all times.
5. Heartland Pride is a family-friendly, inclusive celebration of community. No signs, banners, or groups promoting or showing profanity, sexual acts, or obscene material will be permitted.

6. All state and local ordinances regarding nudity will be strictly enforced. All costumes and other apparel worn during the parade (during line-up or the actual parade) must comply with the obscenity statutes of the State as well as the public decency ordinances of the City. No jock straps, G-strings, bras, or panties will be permitted to appear in the parade, also no “see-thru” clothing will be permitted. All decisions as to the propriety of attire to be worn in the parade will be made by the parade coordinator.

7. The throwing of objects is NOT permitted under any circumstance. It is OK to hand out candy along the parade path but throwing of any and all objects is prohibited.

8. No alcoholic beverages or drug use will be permitted. Consumption of alcoholic beverages or illicit illegal drugs during line-up or the actual parade is grounds for immediate expulsion from the event.

9. No animals will be allowed in the parade without approval by the parade coordinator.

10. All entrants with a motorized vehicle must carry proof of insurance with them in the parade. All motor vehicles, including motorcycles, must abide by posted speed limits during the parade route. Operating vehicles in close proximity to spectators is dangerous and NOT permitted. Operators of automobiles must possess a valid driver license. Operators of motorcycles must possess a valid driver license with motorcycle endorsement.

11. It is the responsibility of any entrant to help immediately remove vehicle(s) that become disabled. If you are unsure about your own vehicle, please plan ahead for any towing needs you may have. Any fees associated with towing, repairing, and tickets issued by law enforcement agencies for abandoned vehicles will be the responsibility of the entrant. The Heartland Pride Parade is not responsible for any damages to any unit before, during or after the parade.

12. At no time, and for no circumstance, shall a unit stop in or along the parade route once the unit has stepped off, with exception to the direction of Heartland Pride Parade Staff or Local Police Officers or in the event of an emergency of any kind.

13. Heartland Pride cannot be held responsible for event attendance or weather conditions. Applicant agrees to hold United In Pride d.b.a. Heartland Pride harmless from all liability related to theft, personal injury, or loss. The applicant is responsible for ensuring that the parade entry is safe and secure against high winds or other inclement weather. The Heartland Pride Parade is a rain or shine event.

14. If any of this agreement is violated, Heartland Pride reserves the right to immediately terminate this agreement and remove those in violation from participation in the parade.

15. Heartland Pride Parade reserves the right to change and amend these, and any other, rules and regulations governing the parade at any time with or without public notification.

16. Non-compliance of the above rules and regulations could result in future application denials for your organization.



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## HEARTLAND PRIDE

### CONTACT INFORMATION:

Heartland Pride  
P.O. Box 8273  
Omaha, NE 68108

[www.heartlandpride.org](http://www.heartlandpride.org)  
[info@heartlandpride.org](mailto:info@heartlandpride.org)

**Kylee Wilson Kemp** Grants and Sponsorship Board Member      [GrantsandSponsorship@heartlandpride.org](mailto:GrantsandSponsorship@heartlandpride.org)

### Deadlines

Sponsorship Deadline      April 30, 2017

Vendor Booth Deadline      May 31, 2017

Parade Entry Deadline      June 5, 2017

Pride Guide Deadline      April 30, 2017

# 2017 SPONSORSHIP INFORMATION



## SUBMISSION APPLICATION FOR SPONSORSHIP

Cancellation Policy: 100% refund prior to May 1st, 2017. No refunds after May 1st, 2017.

**We are a rain or shine event!**

Heartland Pride Parade-Saturday, June 17th. Heartland Pride Festival Saturday, June 24th

Your Name: \_\_\_\_\_ Pronoun: \_\_\_\_\_

Your Email: \_\_\_\_\_ Area Code #: \_\_\_\_\_

Business/Organization Name: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_ Area Code/Fax: \_\_\_\_\_

Second Contact Name: \_\_\_\_\_ Area Code/Phone: \_\_\_\_\_

Authorization: (required)

This document represents the agreement for: participating as a sponsor in Heartland Pride parade and/or festival, and/or: participating as a vendor at the Heartland Pride Festival, and/or authorizing advertising costs with Heartland Pride. The person signing below authorizes and affirms that they have permission to represent the organization as they listed above. I understand that these choices are not guaranteed. In the event your choices or submission is declined, you will received a letter of explanation and a refund of any fees submitted.

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

### Check All That Apply:

2017 Sponsorship      Parade Entry      Festival Booth      Food Vendor      Sponsor Window Cling

### Banner Sponsor:

Main Stage      Entrance      ~~SOLD~~ Best Garden      Kids Corner      Water Station      ~~SOLD~~ Fire & Ice Station

**Logos & Ads:** Sponsors who have purchased sponsorship levels that include logo placement AND those placing an ad in our digital and/or printed pride guide: please email high-resolution .jpg to [grantsandsponsorship@heartlandpride.org](mailto:grantsandsponsorship@heartlandpride.org) (please be aware of deadlines!)

If you want in the Pride Guide, **deadline is April 30, 2017.**

# 2017 SPONSORSHIP INFORMATION



**Payment Information:** Heartland Pride prefers payments via PayPal, and can take checks. Make checks payable to **Heartland Pride**, ATTN: Sponsorship PO Box 8273 Omaha, NE 68108. Our PayPal link is available on the website.

## Select Sponsorship Level:

|               |           |
|---------------|-----------|
| Diamond Level | \$10,000+ |
| Platinum      | \$5,000+  |
| Gold          | \$2,500+  |
| Silver        | \$1,000+  |
| Bronze        | \$500+    |

## Pride Guide Ads:

- Full Page (5x8) Printed Pride Guide Only \$200
- Full Page (5x8) Printed Pride Guide and Digital Pride Guide (online until January 31, 2018) \$300
- 1/2 Page (5x4) Printed Pride Guide Only \$150
- 1/2 Page (5x4) Printed Pride Guide and Digital Pride Guide (online until January 31, 2018) \$250
- 1/4 Page (2 1/2 x 4) Printed Pride Guide Only \$100
- 1/4 Page (2 1/2 x 4) Printed Pride Guide and Digital Pride Guide (online until January 31, 2018) \$200
- 1/8 Page (2 1/2 x 2) Printed Pride Guide Only \$50
- 1/8 Page (2 1/2 x 2) Printed Pride Guide and Digital Pride Guide (online until January 31, 2018) \$150
- Friend of Pride (not for business or organization-ONLY individuals) \$100

## 2017 Upgrade Opportunities

Sponsor Window Cling \$10. Show your customers, employees, and guests that you support diversity by displaying our new 2017 window cling.

## Banner Sponsors

- Banner Sponsor-Main Stage \$1,000
- Banner Sponsor-Entrance Gate \$750
- Banner Sponsor-Beer Garden \$500
- Banner Sponsor-Kids Corner \$500
- Banner Sponsor-Water Station \$500
- Banner Sponsor-First Aid Station \$500

# 2017 SPONSORSHIP INFORMATION



## SUBMISSION APPLICATION FOR PARADE

Cancellation Policy: 100% refund prior to May 1st, 2017. No refunds after May 1st, 2017.  
We are a rain or shine event! Heartland Pride Parade-Saturday, June 17th. Heartland Pride Festival Saturday, June 24th

Entry Deadline is June 10, 2017

Your Name: \_\_\_\_\_ Pronoun: \_\_\_\_\_

Your Email: \_\_\_\_\_ Area Code #: \_\_\_\_\_

Business/Organization Name: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_ Area Code/Fax: \_\_\_\_\_

Second Contact Name: \_\_\_\_\_ Area Code/Phone: \_\_\_\_\_

Your Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

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

### Check All That Apply:

2017 Sponsorship    Parade Entry    Festival Booth    Food Vendor    Sponsor Window Cling

### Banner Sponsor:

Main Stage    Entrance    ~~Beer Garden~~    Kids Corner    Water Station    Fire Aid Station

**Logos & Ads:** Sponsors who have purchased sponsorship levels that include logo placement AND those placing an ad in our digital and/or printed pride guide: please email high-resolution .jpg to [grantsandsponsorship@heartlandpride.org](mailto:grantsandsponsorship@heartlandpride.org) (please be aware of deadlines!)

If you want in the Pride Guide, **deadline is April 30, 2017.**

# 2017 SPONSORSHIP INFORMATION



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## 2017 Council Bluffs Pride Parade Saturday, June 17th

### Parade Entry Fee \$50

Estimated number of people walking or with your parade entry  
Number of vehicles (i.e. truck and trailer = 2)

Please mark all that apply to your parade entry:

- Marching/Walking (on foot)
- Decorated vehicle (car, truck, motorcycle)
- Small Float (trailer)
- Music/sirens/lights
- Celebrity (i.e. title holder, radio/TV personality, etc.)
- Special Effects
- Politician
- Items to distribute (please describe)

Please describe below or attach a description of your entry on a separate sheet, that will be used by the emcees to announce your entry during the parade. Registration deadline is Saturday, June 10th, 2017. Early registration is strongly encouraged and appreciated.

### **Authorization: (required)**

This document represents the agreement for: participating as a parade entry at the Heartland Pride Parade, and/or: participating as a vendor at the Heartland Pride Festival, and/or authorizing advertising costs with Heartland Pride. The person signing below authorizes and affirms that they have permission to represent the organization as they listed above. I understand that these choices are not guaranteed. In the event your choices or submission is declined, you will received a letter of explanation and a refund of any fees submitted.

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

Printed Name and Title:

Date:        /        /

# 2017 SPONSORSHIP INFORMATION



## SUBMISSION APPLICATION FOR VENDOR BOOTHS

Cancellation Policy: 100% refund prior to May 1st, 2017. No refunds after May 1st, 2017.  
We are a rain or shine event! Heartland Pride Parade-Saturday, June 17th. Heartland Pride Festival Saturday, June 24th

**Please circle one: Do you represent:**      Non-profit      For Profit      Food Vendor

Your Name: \_\_\_\_\_ Pronoun: \_\_\_\_\_

Your Email: \_\_\_\_\_ Area Code #: \_\_\_\_\_

Business/Organization Name: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_ Area Code/Fax: \_\_\_\_\_

Second Contact Name: \_\_\_\_\_ Area Code/Phone: \_\_\_\_\_

I the above named (primary), due hereby declare that I am an authorized person to make financial decisions and commitments on behalf the above named business or organization.

**Your Signature:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

### Check All That Apply:

2017 Sponsorship      Parade Entry      Festival Booth      Food Vendor      Sponsor Window Cling

### Banner Sponsor:

Main Stage      Entrance      **SOLD** Best Garden      Kids Corner      Water Station      **SOLD** First Aid Station

**Logos & Ads:** Sponsors who have purchased sponsorship levels that include logo placement AND those placing an ad in our digital and/or printed pride guide: please email high-resolution .jpg to [grantsandsponsorship@heartlandpride.org](mailto:grantsandsponsorship@heartlandpride.org) (please be aware of deadlines!)

If you want in the Pride Guide, **deadline is April 30, 2017.**



# 2017 SPONSORSHIP INFORMATION



**Payment Information:** Heartland Pride prefers payments via PayPal, and can take checks. Make checks payable to Heartland Pride ATTN: Sponsorship PO Box 8273 Omaha, NE 68108. Our PayPal link is available on the website.

## Select Sponsorship Level:

|               |           |
|---------------|-----------|
| Diamond Level | \$10,000+ |
| Platinum      | \$5,000+  |
| Gold          | \$2,500+  |
| Silver        | \$1,000+  |
| Bronze        | \$500+    |

## 2017 Pride Festival Booths:

Includes 10x10 space under tent, one 6 foot table, 2 chairs, 4 vendor passes

Nonprofit (Information/merchandise-no food/drink) \$100

For-Profit (Information Only) \$250

For-Profit (Information AND Selling Merchandise-no food/drink) \$300

Food Vendor (for selling food and non-alcoholic beverages) \$300

## Booth Upgrade Options (Select all that apply):

Corner Booth (limited #) 10x10 under tent, one 6 foot table, 2 chairs, 4 vendor passes \$275

Electricity (limited number for those first booked) \$50

Additional Vendor Passes \$5 each/per person (by 6/20/17 )

Additional Chairs (two) \$10

Additional Table (one) \$15

## Pride Guide Ads:

Full Page (5x8) Printed Pride Guide Only \$200

Full Page (5x8) Printed Pride Guide and Digital Pride Guide (online until January 31, 2018) \$300

1/2 Page (5x4) Printed Pride Guide Only \$150

1/2 Page (5x4) Printed Pride Guide and Digital Pride Guide (online until January 31, 2018) \$250

1/4 Page (2 ½ x 4) Printed Pride Guide Only \$100

1/4 Page (2 ½ x 4) Printed Pride Guide and Digital Pride Guide (online until January 31, 2018) \$200

1/8 Page (2 ½ x 2) Printed Pride Guide Only \$50

1/8 Page (2 ½ x 2) Printed Pride Guide and Digital Pride Guide (online until January 31, 2018) \$150

Friend of Pride (not for business or organization-ONLY individuals) \$100

## 2017 Upgrade Opportunities

Sponsor Window Cling \$10. Show your customers, employees, and guests that you support diversity by displaying our new 2017 window cling.

Banner Sponsor-Main Stage \$1,000

Banner Sponsor-Entrance Gate \$750

Banner Sponsor-Beer Garden \$500 **\*SOLD\***

Banner Sponsor-Kids Corner \$500

Banner Sponsor-Water Station \$500

Banner Sponsor-First Aid Station \$500 **\*SOLD\***