

# 2017 VENDOR 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 the 2017 "Alive With Pride" Parade and Festival ... and we need you! The festival will be on June 24, 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)

## PARTNER WITH HEARTLAND PRIDE

Heartland Pride looks forward to working with you as a vendor of the 2017 pride 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/gbt-purchasing-power-near-1-trillion-rivals-other-minorities>

Our Heartland Pride 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 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**

### 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

### 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 10:00am 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.

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## HEARTLAND PRIDE

### CONTACT INFORMATION:

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

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

or [info@heartlandpride.org](mailto:info@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

## 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! Deadline to have applications submitted is May 31, 2017.  
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      Beach Garden **SOLD**      Kids Corner      Water Station      Fire Aid Station **SOLD**

# 2017 VENDOR INFORMATION



## **Payment Information:**

Heartland Pride prefers payments via PayPal, and can take checks. Make checks payable to Heartland Pride ATTN: Vendor PO Box 8273 Omaha, NE 68108. Our PayPal link is available on the website. Contact [treasurer@heartlandpride.org](mailto:treasurer@heartlandpride.org)

## **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 \$275cc

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

## **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

Banner Sponsor-Kids Corner \$500

Banner Sponsor-Water Station \$500

Banner Sponsor-First Aid Station \$500

**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.**