

L A S V E G A S
PRIDE[®]
2018



All we need is LOVE.
OCTOBER 19-21, 2018
35TH ANNIVERSARY CELEBRATION
WWW.LASVEGASPRIDE.ORG



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 35th LGBT PRIDE Celebration. PRIDE Events will be held October 12 - October 21, 2018. Our 35th Anniversary Celebration will consist of many exciting events culminating with our Night Parade in historic downtown Las Vegas on October 19, 2018 and PRIDE Festival on October 20-21, 2018. The PRIDE Festival is a two-day outdoor event showcasing celebrity entertainment, food, merchandise, activities, and numerous community organizations.

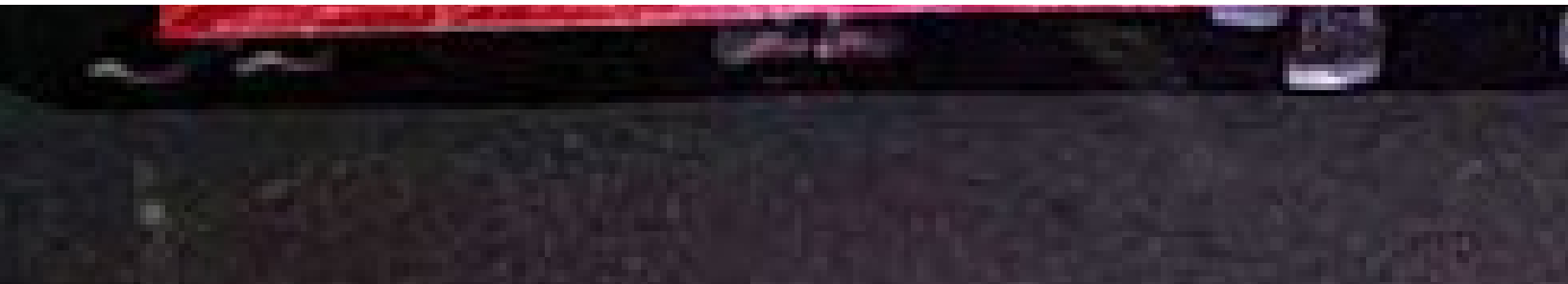
DISTRIBUTION & LONG SHELF-LIFE GET RESULTS

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 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!

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 travelers 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.

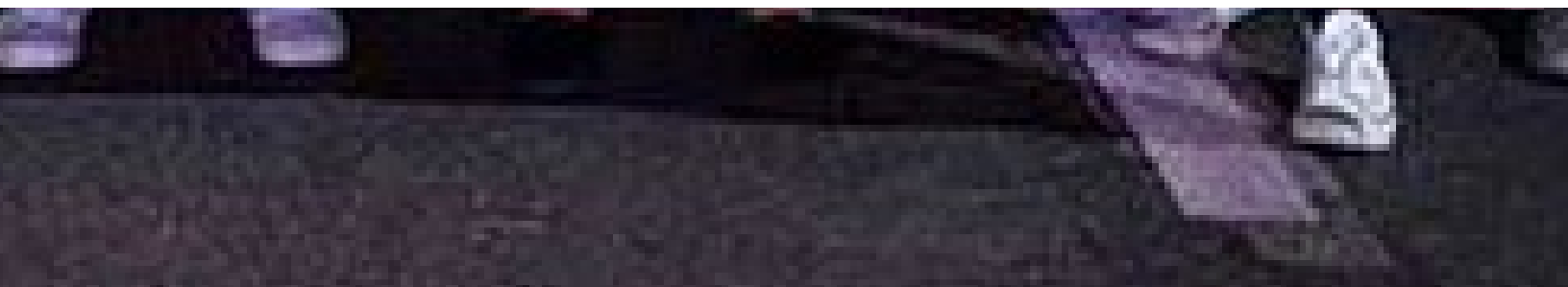
YOUR SPONSORSHIP COMMITTEE

Ernie Yuen
(702) 290-3583

James Healey
(702) 712-7095

Jorge Solorio
(725) 777-6969

Email
sponsors@lasvegaspride.org





PRESENTING EVENT SPONSOR

50,000+ IN CASH

Customized benefits limited to one cash sponsor. Presenting Sponsor recognition for both the Las Vegas PRIDE Parade and the Las Vegas PRIDE Festival

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

Logo placement on PRIDE volunteer shirt sleeve and applicable national/regional/local magazine ads* not previously purchased, posters/banners, e-mail blasts, PRIDE iOS & Android App, and PRIDE website.

Logo placement on sponsor page and two full-page advertisements in Las Vegas PRIDE's Official PRIDE Guide. Banner ad placement in official PRIDE iOS & Android App.

Listing as Presenting Sponsor in all press releases and logo placement on sponsor banner placed at entrance to PRIDE events

Two 10' x 10' booths (adjacent or separated, non-transferable, no exceptions, prime location) at the PRIDE Festival (includes two tables, four chairs & electricity) and 25 complimentary admission tickets. Festival application must be submitted to utilize this benefit.

6 Complimentary VIP tickets (non-transferable)

Priority placement of a maximum of 15 company banners inside PRIDE Festival venue

Hourly acknowledgement of your sponsorship by main stage hosts

Night PRIDE Parade entry fee waiver and priority position in parade

Advertisement placement on LasVegasPRIDE.org, and four dedicated social media posts per month. (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.*



RED

EVENT SPONSOR

\$35,000+ IN CASH

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 full-page advertisement in Las Vegas PRIDE's Official PRIDE Guide. Banner ad placement in official PRIDE iOS & Android App.

Listing as Red Sponsor on major press releases and logo placement on sponsor banner placed at entrance to PRIDE events.

Two 10' x 10' booths (adjacent or separated, non-transferable, no exceptions) at the PRIDE Festival (includes two tables, four chairs & electricity) and 15 complimentary admission tickets. Festival application must be submitted to utilize this benefit.

Ability to place a maximum of 12 company banners inside PRIDE Festival venue. (Sponsor holds all financial responsibility in case of damage or loss.)

4 Complimentary VIP tickets (non-transferable)

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

Advertisement placement on LasVegasPRIDE.org, and two dedicated social media posts per month. (Sponsor is responsible for all marketing material)

OPTIONAL UPGRADES AVAILABLE

Please review the upgrades page for a complete listing.



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ORANGE

EVENT SPONSOR

\$20,000+ IN CASH

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 full-page advertisement in Las Vegas PRIDE's Official PRIDE Guide.

Listing as Orange Sponsor with logo placement on sponsor banner placed at entrance to PRIDE events

One 10' x 10' booth (adjacent or separated, non-transferable, no exceptions) at the PRIDE Festival (includes two tables, four chairs & electricity) and 10 complimentary admission tickets. Festival application must be submitted to utilize this benefit.

Ability to place a maximum of 10 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)

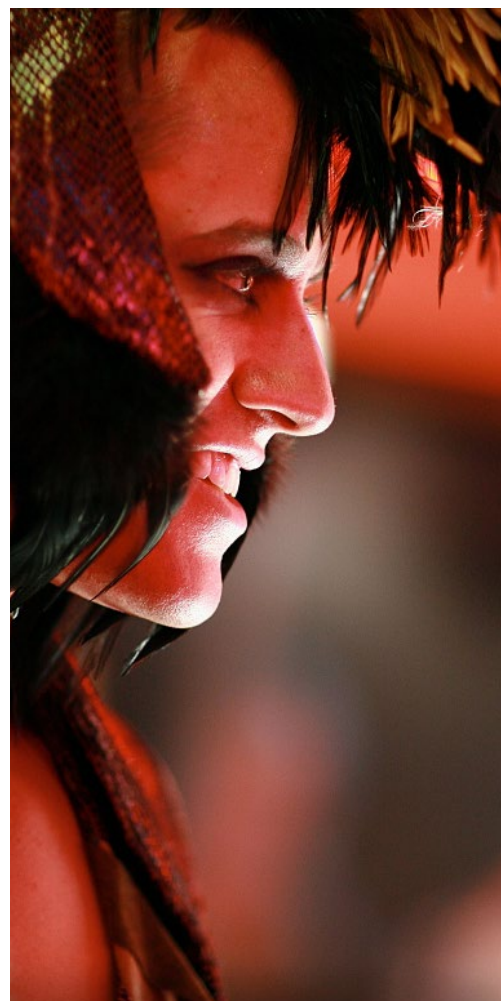
Hourly acknowledgement of your sponsorship by main stage hosts

Night PRIDE Parade entry fee waiver

Advertisement placement on LasVegasPRIDE.org, and 1 dedicated social media post the month of the PRIDE Celebration. (Sponsor is responsible for all marketing material)

OPTIONAL UPGRADES AVAILABLE

Please review the upgrades page for a complete listing.



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YELLOW

EVENT SPONSOR

\$15,000+ IN CASH

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 full-page advertisement in Las Vegas PRIDE's Official PRIDE Guide.

Listing as Yellow Sponsor with 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)

OPTIONAL UPGRADES AVAILABLE

Please review the upgrades page for a complete listing.



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GREEN EVENT SPONSOR

\$8,000+ IN CASH

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 Green Sponsor with 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 6 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)

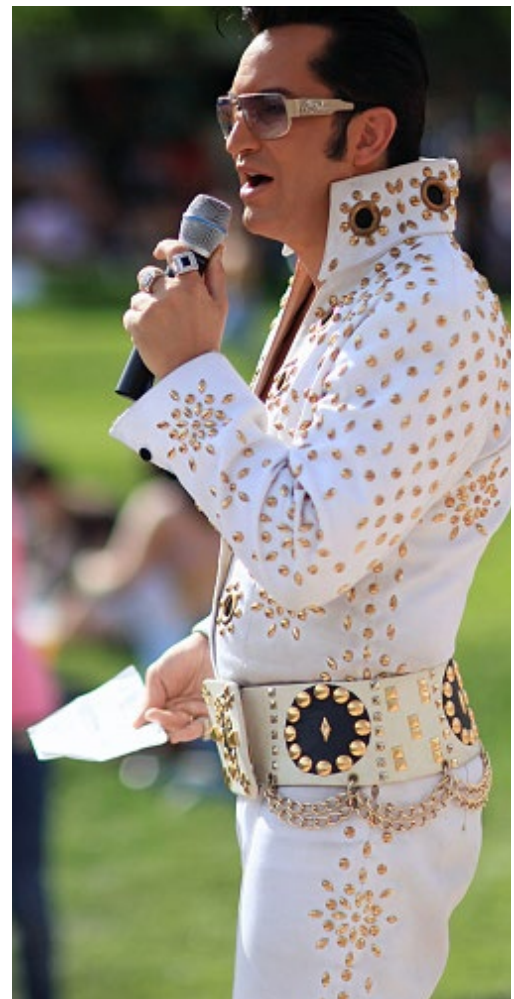
Hourly acknowledgement of your sponsorship by main stage hosts

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)

OPTIONAL UPGRADES AVAILABLE

Please review the upgrades page for a complete listing.



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BLUE

EVENT SPONSOR

\$4,000+ IN CASH

Logo placement on sponsor page and 1/4 page advertisement in Las Vegas PRIDE's Official PRIDE Guide

Logo placement in official PRIDE iOS & Android Application.

Listing as Blue Sponsor with 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

5 complimentary admission tickets to the PRIDE Festival

OPTIONAL UPGRADES AVAILABLE

Please review the upgrades page for a complete listing.



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VIOLET

EVENT SPONSOR

\$2,000+ IN CASH

Logo placement on sponsor page of Las Vegas PRIDE's Official PRIDE Guide

Logo placement in official PRIDE iOS & Android Application.

Listing as Violet Sponsor with 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

Two complimentary admission tickets to the PRIDE Festival

OPTIONAL UPGRADES AVAILABLE

Please review the upgrades page for a complete listing.



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UPGRADES

SPONSOR UPGRADES BY LEVEL

ALL SPONSOR LEVELS

\$10 ea. - Additional PRIDE Festival Entrance Tickets (Must be purchased by October 1, 2018)
 50% OFF - 1 Additional standard 10'x10' booth rental at the Las Vegas PRIDE Festival venue
 \$2,500 - Dance Tent naming rights.**

RED SPONSORS

\$10,000 - Parade Presenting Sponsor.**
 \$5,000 - Main Stage naming rights.**

ORANGE SPONSORS

\$10,000 - Parade Presenting Sponsor.**
 \$5,000 - Main Stage naming rights.**

YELLOW SPONSORS

\$10,000 - Parade Presenting Sponsor.**

GREEN SPONSORS

\$10,000 - Parade Presenting Sponsor.**



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*** Applicable banners to be provided by sponsor.*



SPONSOR BENEFITS BY LEVEL

Want something you don't see? Talk to us about creating a custom Sponsorship.

Please note: In-Kind donations will be recognized at half their cash value.

	PRESENTING \$50,000 Cash	RED \$35,000	ORANGE \$20,000	YELLOW \$15,000	GREEN \$8,000	BLUE \$4,000	VIOLET \$2,000
VOLUNTEER SHIRTS	Logo Placement						
WEBSITE	Logo Placement on Sponsor Page. Banner Placement on Home Page.	Logo Placement on Sponsor Page.	Logo Placement on Sponsor Page.	Logo Placement on Sponsor Page.	Logo Placement on Sponsor Page.	Logo Placement on Sponsor Page.	Logo Placement on Sponsor Page.
MOBILE APP	Logo Placement on Sponsor Page. Banner Placement. Designated Page.	Logo Placement on Sponsor Page. Banner Placement.	Logo Placement on Sponsor Page.	Logo Placement on Sponsor Page.	Logo Placement on Sponsor Page.	Logo Placement on Sponsor Page.	Logo Placement on Sponsor Page.
PRESS RELEASES	Listed on All	Listed on Major Releases					
PRIDE TRAVEL	Option to Provide Marking Materials for Distribution.*	Option to Provide Marking Materials for Distribution.*	Option to Provide Marking Materials for Distribution.*	Option to Provide Marking Materials for Distribution.*			
GUIDE TO PRIDE	2 Full Page Ads. Logo Placement on Sponsor Page.	1 Full Page Ad. Logo Placement on Sponsor Page.	1 Full Page Ad. Logo Placement on Sponsor Page.	1 Full Page Ad. Logo Placement on Sponsor Page.	1/2 Page Ad. Logo Placement on Sponsor Page.	1/4 Page Ad. Logo Placement on Sponsor Page.	Logo Placement on Sponsor Page.
PRIDE FESTIVAL	Logo Placement on Festival Map. Banner Placement at Main Entrance. 15 Company Banners, Max. ** 25 Complimentary Festival Admissions. 6 VIP Tickets. *** Hourly Acknowledgment from Main Stage.	12 Company Banners, Max. ** 15 Complimentary Festival Admissions. 4 VIP Tickets. *** Hourly Acknowledgment from Main Stage.	10 Company Banners, Max. ** 10 Complimentary Festival Admissions. Hourly Acknowledgment from Main Stage.	8 Company Banners, Max. ** 8 Complimentary Festival Admissions. Hourly Acknowledgment from Main Stage.	6 Company Banners, Max. ** 6 Complimentary Festival Admissions. Hourly Acknowledgment from Main Stage.	4 Company Banners, Max. ** 5 Complimentary Festival Admissions. Hourly Acknowledgment from Main Stage.	2 Company Banners, Max. ** 2 Complimentary Festival Admissions. Hourly Acknowledgment from Main Stage.
PRIDE PARADE	Fee waived. Priority position.	Fee waived. Priority position.	Fee waived.	Fee waived.	Fee waived.	Fee waived.	Fee waived.
SOCIAL MEDIA	4 Dedicated Posts per Month****	2 Dedicated Posts per Month****	1 Dedicated Post Month of Pride	1 Dedicated Post Month of Pride	1 Dedicated Post Month of Pride		



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 can include festival tickets, discount festival booths, banner placement at festival and waived parade entry fees.*

DIAMOND- \$50,000

- 50% discount off festival booth
- Diamond level logo placement
- One full-page in the PRIDE Guide
- Hourly mention from festival main stage hosts
- Publication placement or onsite remote broadcast at PRIDE Festival¹
- 3 Facebook postings on Las Vegas PRIDE Facebook page during the week of PRIDE²
- PRIDE Parade entry fee waived
- Four PRIDE Festival admission tickets
- Six banner placements at PRIDE Festival³

PLATINUM- \$35,000

- Platinum level logo placement
- One full-page in the PRIDE Guide
- Publication placement or onsite remote broadcast at PRIDE Festival¹
- Three Facebook postings on Las Vegas PRIDE Facebook page during the week of PRIDE²
- PRIDE Parade entry fee waived
- Three PRIDE Festival admission tickets
- Four banner placements at PRIDE Festival³

GOLD- \$20,000

- Gold level logo placement
- Publication placement or onsite remote broadcast at PRIDE Festival¹
- Two Facebook postings on Las Vegas PRIDE Facebook page during the week of PRIDE²
- PRIDE Parade entry fee waived
- Two PRIDE Festival admission tickets
- Two banner placements at PRIDE Festival³

SILVER- \$10,000

- Silver level logo placement
- Publication placement or onsite remote broadcast at PRIDE Festival¹
- Two Facebook postings on Las Vegas PRIDE Facebook page during the week of PRIDE²
- PRIDE Parade entry fee waived
- Two PRIDE Festival admission tickets
- One banner placement at PRIDE Festival³

BRONZE \$5,000

- Bronze level logo placement
- PRIDE Parade entry fee waived
- One banner placement at PRIDE Festival³

1 - Sponsor/Publisher is responsible for placement of publication at the main exit of the festival grounds, If a magazine rack is used, it is the sole responsibility of the sponsor/publisher. Racks left behind will be disposed of. 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. 3 - Sponsor is responsible for costs of producing all company banners. Las Vegas PRIDE staff will determine banner placement. Any banners left unclaimed will be disposed of.

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.

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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 / AUCTION 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 October 12th and will be returned on October 22, 2018.

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 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.

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 as well as presenting sponsor recognition for the pageant.

CAR DEALERSHIP

- Able to provide up to 10 convertibles for parade on October 19, 2018 (multiple brands acceptable).
- Sponsor should provide car magnets or signage 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 October 12th (morning pickup) to October 22nd (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 licensed 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.
- Sponsor will receive area branding as the Family Activity Area presenting sponsor.

RENTAL CARS

- Provide 3 high-end or luxury SUV rental cars for official Las Vegas PRIDE use.
- Sponsor should provide car magnets with logo for additional branding on all vehicles.
- Provide rental discount throughout the year for PRIDE travel.



CATEGORY & IN-KIND

SPONSORSHIPS (CONT.)

HOST HOTEL - \$1,000

- Sponsor commitment must be confirmed by August 1, 2018 to meet media deadlines.
- 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 may elect to base shuttle service from one property if multiple properties are highlighted.
- 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.
- Non-exclusive Sponsorship

EVENT SPONSORSHIP - VARIOUS AMOUNTS

Official Las Vegas PRIDE Parties - Sponsorship covers the rights to host an Official Las Vegas PRIDE Event

- Kick Off Party - \$1,000
- Boy's Party - \$1,400
- After Parade Party - \$1,000
- After Festival Party - \$3,500
- Closing PRIDE Party - \$2,000

Previous year's host has first right of refusal to renew hosting privileges for 2018. All renewals must be completed by May 1, 2018 or parties become open for bid.

PARADE - \$10,000

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

FREE FESTIVAL ADMISSION - \$200,000

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

WATER BOTTLE SPONSOR

- 12,000 16oz water bottles labeled with sponsor's advertisement and PRIDE logo.





DEADLINES

2018 SPONSORSHIP DUE DATES

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 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 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:

Phoenix, AZ PRIDE - April 7-8
Long Beach, CA PRIDE - May 20-21
Los Angeles, CA PRIDE - June 9-10
San Diego, CA PRIDE - July 14-16
Palm Springs, CA PRIDE - November 2-4



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