

# PRIDE-SWFL 2011



**SUNDAY, OCTOBER 9, 2011**

**at the Alliance for the Arts, Fort Myers**

**Sponsorship Program**



Greetings! Dear Supporter & Potential Sponsor:

Pride-SWFL is incorporated as a Florida non-profit, is all-volunteer, and is about to throw its 2nd three county Pride Festival. We are looking for a few special friends like you, to take a chance and partner with us as Pride-SWFL sponsors.

Pride-SWFL was created in August 2009 out of a grass roots effort to put on a community festival to celebrate the 40th anniversary of the 1969 Stonewall Riots in New York City. It all started with twenty something individuals meeting in living rooms representing local businesses, local clubs, local organizations and local colleges. Within only six weeks, no money, little experience, and only a few posters to get the word out we put together and threw a four hour festival with a stage packed full of entertainment, and over 30 participating vendors. We saw participants, vendors and volunteers from Collier, Lee and Charlotte Counties. The feedback was excellent and everyone felt a new excitement and a sense that our community was about to build something bigger.

We followed with our “début” Pride Festival, held on Saturday, October 09, 2010 with over 1500 people in attendance, 2 stages, 6 panels from the Aids Quilt and almost 50 vendors.

The word is out about Pride–SWFL and this year we are moving to our new larger venue, the grounds of the Alliance for the Arts, Fort Myers. This will be our biggest stage yet and we are expecting more than 3,000 attendees from college age through retirement. We are working diligently to get out our local gay, lesbian, transgender and bi communities as well as their families and friends.

Pride-SWFL’s mission is “To provide the citizenry of Southwest Florida with a positive image of gay, lesbian, bisexual and transgender people and to create functions and events throughout the year promoting educational, civic and cultural activities that further this goal and enrich the lives of our members and the entire Southwest Florida community.”

Our Pride Festival on the scale of Pride Festivals, is still small, but this allows for a very personal message from you to us. This is your chance to build respect and loyalty in our SWFL community and reach to each of us in a very personal way. By becoming a sponsor your brand will become synonymous with support, acceptance, tolerance, diversity and most of all respect from here forward in our SWFL area. You will have the opportunity to influence career paths, buying decisions and elevating the image of your brand throughout our SWFL community.

We still operate on a shoestring budget and coming on board as a sponsor is very economical. Please look over the attached sponsorship opportunities and contact me at as soon as possible at [media@pride-swfl.org](mailto:media@pride-swfl.org).

We look forward to your Partnership and to working with you now and in all our future adventures!

Sincerely,

Jon Maskin / Treasurer / Pride-SWFL, Inc.

# Friends of Pride / Sponsorship Levels



As a Non-Profit Organization, Pride-SWFL relies on the generosity of sponsors, donors and our local community support. We are an all-volunteer organization. No one is paid for his or her time. Our entertainers are also 100% volunteer. Your sponsorship dollars go directly to offset the necessary costs of putting on a Pride festival here in SWFL. In return for your financial support Pride-SWFL will work with you throughout the year to return the favor of your support.

<b>\$1200</b>	<b>Pride Event Sponsors</b> <b>Pride-SWFL's "Birds of Paradise"</b>
<b>Pride Event Partners</b> Like These Deserve Our Business and Community's Full Loyalty & Support	Complimentary Vendor Booth (\$125)
	Your Banner (up to 8' X 3') on Our Pride Stage Back Drop
	Full Page Ad in Our 2011 Take Home Pride Guide (\$250)
	Link on Our Pride-SWFL Website Front Page for 6 Months
	Your Banner in our VIP Tent (up to 8' X 3')
	2 VIP Parking space at Pride-SWFL 2011
	4 Complimentary Pride-SWFL 2011 Entry Passes
	4 Complimentary VIP Tent Passes
	Your Logo on all Pride-SWFL Collateral for 6 Months
	2 Embroidered Pride Logo Golf Shirts
2 Embroidered Pride Logo Hats	

<b>\$500</b>	<b>Corporate Sponsors</b> <b>Pride-SWFL's "Corporate Heroes"</b>
<b>Corporate Partners</b> Like These Deserve Our Business and Community's Full Support	Complimentary Vendor Booth (\$125)
	Your Logo on Our Stage Back Drop at Pride
	Your Logo on Our Take Home Pride Guide
	Your Link on Our Pride-SWFL Website
	2 Complimentary VIP Parking space at Pride-SWFL 2011
	4 Complimentary Pride-SWFL 2011 Entry Passes
	4 Complimentary VIP Tent Passes
	Your Logo on all Pride-SWFL Collateral for 6 Months
2 Embroidered Pride Logo Polo Shirts or Hats	

# Friends of Pride / Sponsorship Levels



<b>\$250</b>	<b>Local or Media Sponsorships</b> Pride-SWFL's "Community Leaders"
Our Full Support and Our Thanks For Friends Like These.	Complimentary Vendor Registration & Table Charges (\$50)
	Your Logo on Stage Back Drop at Pride
	Your Logo on Our Take Home Pride Guide
	Your Link on Our Pride-SWFL Website
	2 Complimentary Pride-SWFL 2011 Entry Passes
	2 Complimentary VIP Tent Passes
	2 Embroidered Pride Logo Hats

## Sponsorship Contract Below



**Pride-SWFL 2011 / October-9-2011 / Sponsorship Agreement**

**Due in our office by September 30, 2011**

Company or Contributor Name: \_\_\_\_\_  
("Sponsor")

Authorizing Person: \_\_\_\_\_ Title: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

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

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

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

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Web Site: \_\_\_\_\_

Sponsor agrees to sponsor Pride-SWFL 2011 at the Sponsorship Level and Rate indicated above and agrees to the Terms and Conditions of this Sponsorship Agreement.

Authorized Person's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Pride-SWFL Sponsorship Levels**

Pride Event Sponsor \$1,200.00 (*Our Birds of Paradise!*)

Corporate Sponsor \$500.00 (*Our Corporate Heroes!*)

Local or Media Sponsors \$250.00 (*Our Community Leaders!*)

\*Does the valuation of your sponsorship include in-kind contributions?

no  yes

If yes, please list and value the in-kind contributions in Annex A.

I would like to make an additional contribution of \$ \_\_\_\_\_

For Pride-SWFL Alliance Use Only:

PRIDE-SWFL accepts and agrees to the Terms and Conditions of this Sponsorship Agreement:

Name: \_\_\_\_\_ Date: \_\_\_\_\_ ("Effective Date")

Title: \_\_\_\_\_ For and on behalf of Pride-SWFL

**Pride-SWFL 2011 / October-9-2011 / Sponsorship Agreement**

**Sponsorship.** PRIDE-SWFL will furnish Sponsor with the sponsorship rights and amenities for the Pride-SWFL 2011 according to the Sponsorship Level selected and paid for by Sponsor.

**Term.** The term of this Sponsorship Agreement begins on the Effective Date and terminates on Friday, December 31, 2011 (the "Term").

**Payment.** Sponsor will pay the Rate (less the value of any in-kind contribution) and any additional contribution within thirty (30) days after its receipt of an invoice from PRIDE-SWFL for its sponsorship in accordance with this Sponsorship Agreement, but no later than October 1, 2011.

**Trademarks and Copyrights. Use of Event Marks.** PRIDE-SWFL grants Sponsor, during the Term and for 30 calendar days thereafter, a non-exclusive license to use "Pride-SWFL 2011" and its variations in the same form they are provided by PRIDE-SWFL (the "Event Marks") in connection with the Sponsor's Pride-SWFL 2011 activities in a manner consistent with PRIDE-SWFL's guidelines for use of the Event Marks, this Sponsorship Agreement, and the Sponsor's Sponsorship Level. Sponsor will comply with PRIDE-SWFL's reasonable requests regarding the use of the Event Marks.

**Use of Sponsor Marks.** Sponsor grants to PRIDE-SWFL a non-exclusive, royalty-free license to use the Sponsor marks attached to Annex B in camera ready format (the "Sponsor Marks"): (i) during the Term in connection with PRIDE-SWFL's promotional and publicity activities, including print, video and electronic materials, for Pride-SWFL 2011; and (ii) after the Term in reference to Sponsor's sponsorship of Pride-SWFL 2011.

**Event Contents.** Sponsor may photograph or otherwise record its presence at Pride-SWFL 2011, but will not otherwise record or reproduce any portion of Pride-SWFL 2011, including the marks or presence of other sponsors, the entertainment, or the attendees, in any format without PRIDE-SWFL's prior written consent. Sponsor's actions to photograph or otherwise record its presence will take place only in the public access areas of Pride-SWFL 2011 and will not interfere with the normal operations of the event.

**Liability.** Neither PRIDE-SWFL nor its representatives will be responsible for any injury, loss, harm or damage that may occur to the Sponsor from any cause whatsoever. Under no circumstances will PRIDE-SWFL be liable for lost profits or other special or consequential damage. The foregoing will apply regardless of how any claim is brought or how damages are characterized, including whether brought in contract, tort or otherwise.

**Reschedule or Cancellation.** Presently, Pride-SWFL 2011 is scheduled to take place on October 9, 2011. PRIDE-SWFL reserves the right to reschedule or cancel Pride-SWFL 2011 or any individual events comprising it if necessary for any reason, including, but not limited to:

(i) weather; (ii) failure to receive commitments from the necessary number of sponsors; (iii) failure to reach agreement with the applicable authorities on any issue related to Pride-SWFL 2011; or (iv) acts of God or any other cause beyond PRIDE-SWFL's reasonable control, e.g. war, fire, strike, change of law or regulation, public catastrophe. If Pride-SWFL 2011 is cancelled in whole, PRIDE-SWFL will issue refunds a pro rata amount, based on sponsorship amounts actually paid, of the total sponsorship fees received less the expenses incurred by PRIDE-SWFL. No further refunds or other amounts will be due from PRIDE-SWFL for any reason. In no case will the amount of refund to a Sponsor exceed the amount of the sponsorship fee paid.

**Termination.** PRIDE-SWFL reserves the right to accept or reject sponsors in its sole discretion. PRIDE-SWFL may terminate this Sponsorship Agreement at anytime, in which case Sponsor's rights to use the Event Marks will terminate immediately, and PRIDE-SWFL will refund to Sponsor any amounts paid to PRIDE-SWFL and return any in-kind contribution received by PRIDE-SWFL (or equivalent value), under this Sponsorship Agreement.

**Tax Status.** PRIDE-SWFL is not currently a registered 501(c)(3) non-profit organization

**Miscellaneous.** This Sponsorship Agreement represents the entire agreement between PRIDE-SWFL and Sponsor, and there is no other agreement or warranty between the Sponsor and PRIDE-SWFL. This Sponsorship Agreement establishes a non-exclusive relationship between Sponsor and PRIDE-SWFL and PRIDE-SWFL retains the right to enter into other Sponsorship Agreements at its discretion. If a Presenting Level sponsor reasonably believes that another Sponsorship Agreement conflicts with its right to industry exclusivity, PRIDE-SWFL will work with the Presenting Level Sponsor to reach a commercially reasonable solution. All legal matters pertaining to PRIDE-SWFL 2011 and this Sponsorship Agreement will be governed by and construed under the laws of the Florida (FL.) without regard to any provision of FL. law that would require or permit the application of the substantive law of another jurisdiction. Sponsor irrevocably consents and submits to the personal jurisdiction of the courts in and for FL. for any actions arising out of or relating to this Sponsorship Agreement.

This Sponsorship Agreement may be executed in multiple counterparts, each of which will be considered an original and all or any one of which constitute one and the same agreement. Facsimile or email copies will be treated as originals for these purposes.

This Sponsorship Agreement is personal to the parties and neither party may assign it without the prior written consent of the other party.

### **Sponsorship Agreement / Terms and Conditions / Benefit Definitions & Details**

Industry Exclusivity is defined as being the only provider from a specific industry to provide a specified good or service. Examples: "The official water of Pride-SWFL." or "The official airline of Pride-SWFL." or "The official bank of Pride-SWFL." Subject to availability. Terms, limitations, and conditions apply. Please contact the Coordinator of the Sponsorship Committee for details and to secure your industry exclusivity.

**Logos: your organization logo must be provided in camera-ready art form for both web and print publications.**

## Annex A

### In-Kind Contributions

<i>Description</i>	<b>Valuation (\$)</b>

## Annex B

### Sponsor Marks

Attached are the Sponsor Marks that Pride-SWFL may use.

