

Sponsorship Opportunities and Advertising

www.kglrc.org/pride/

Pride Sponsorships

Pride sponsors are businesses and organizations serving the greater Kalamazoo LGBT and allied communities. Kalamazoo Pride 2012 sponsorships offer multiple marketing opportunities. Consider one of these sponsorship levels below:

\$3000 Premier Sponsor

- Free full-page color (3.75"w x 5"h) premier placement advertisement in the Pride Guide
- Your name listed as Premier sponsor on all media, print materials, & banners
- Free information/vending table at Pride 2012
- Sponsorship listing on the Pride 2012 webpage, KGLRC website and via social media
- Announcement of your business sponsorship throughout the event
- One-color imprint of your business logo on back of official Pride t-shirt (shirts will be given to all volunteers and sold at Pride)

\$1000 Diamond Sponsor

- Free full-page color (3.75"w x 5"h) premier placement advertisement in the Pride Guide
- Free information/vending table at Pride 2012
- Sponsorship listing on the Pride 2012 webpage and Facebook
- Announcement of your business sponsorship throughout the event
- One-color imprint of your business logo on back of official Pride t-shirt (shirts will be given to all volunteers and sold at Pride)

\$500 Rainbow Sponsor

- Free full-page black and white (3.75"w x 5"h) advertisement in the Pride Guide
- Free information/vending table at Pride 2012
- Sponsorship listing on the Pride 2012 webpage and in the KGLRC e-newsletter
- Business listing on back of official Pride t-shirt (shirts will be given to all volunteers and sold at Pride)

\$250 Triangle Sponsor

- Free half-page black and white (3.75"w x 2.375"h) advertisement in the Pride Guide
- Free information/vending table at Pride 2012
- Sponsorship listing on the Pride 2012 webpage
- Business listing on back of official Pride t-shirt (shirts will be given to all volunteers and sold at Pride)

The deadline to become a Pride Sponsor for 2012 is Monday, April 30.

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Pride Guide Advertising Information

Kalamazoo Pride 2012 expects over 5,000 attendees from Southwest Michigan, and attendees will receive a Pride Guide with your advertisement.

Two Ad Sizes:

- Full-Page Advertisement: \$200
Size: 3.75"w x 5"h
- Half-Page Advertisement: \$100
Size: 3.75"w x 2.375"h

All advertisements are black and white (unless you are a Premier or Diamond sponsor).

**** NEW FOR 2012 ****

This year we are trying something new with the Pride Guide – in addition to the improved pocket sized format, **we are offering a \$25 discount to any advertisers who include a coupon or discount offer within their ad.** In doing so, the Pride Guide will become a valuable item for attendees to hold on to and refer to throughout the year, encouraging our community to support the businesses who support us.

Please note that an electronic copy of the Pride Guide will be distributed to the KGLRC email list prior to the event, so attendees will have access to an electronic copy of your coupon, as well as the printed book. If your ad does include a coupon or discount offer, we suggest including an expiration date.

Accepted Formats

Files should be built to the purchased ad dimensions listed above and all images should be 300dpi resolution at the actual size used. **High resolution PDF files are preferred.** JPEG and TIFF files are also acceptable. Please send the final files to Tammy Collins at tammy@evolve.ws – indicate in your email the size of the ad purchased.

If you are a Premier or Diamond Sponsor, please also include a one-color version of your business logo for printing on the back of the official Pride t-shirt. Vector art (Illustrator) preferred.

The deadline to become a Pride Advertiser for 2012 is Monday, April 30.

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Pride Vendor Information

LGBT friendly restaurants, businesses, and individual artisans are invited to have a vending booth at Kalamazoo Pride 2012. Vendors are responsible for handling all money for their sales and food vendors must be licensed by the Kalamazoo County Health Department.

Food/Beverage Vendor: \$200

- Table and two chairs for food prep or vending
- Vendor listing on the Pride 2012 webpage
- Vendor listing in the 2012 Pride Guide

Business Goods Vendor: \$100

- Table and two chairs for vending
- Vendor listing on the Pride 2012 webpage
- Vendor listing in the 2012 Pride Guide

Individual Artisan Vendor: \$50

- Table and two chairs for vending

Note for food vendors: A license from the Kalamazoo County Health Department must be received by the start of the event in order to serve food. Please bring two copies of this license.

Nonprofit Pride Partners

Pride Partners are nonprofit organizations that would like to join us in celebrating Kalamazoo Pride 2012. Take this opportunity and highlight your organization at Pride 2012!

Pride Partner: \$125/organization

- Free information/vending table at Pride 2012
- Opportunity to sell goods and raise donations at your Pride table
- Acknowledgement on the Pride webpage and in the Pride Guide
- This fee can be paid via cash, check or credit card.

Questions? Contact Tracy Hall at the Kalamazoo Gay Lesbian Resource Center at (269) 349-4234 or email tracy@kglrc.org

The deadline to become a Pride Vendor or a Pride Partner for 2012 is Monday, April 30.



2012 | kalamazoo
PRIDE

Pride 2012 Registration Form: Due April 30, 2012

www.kglrc.org/pride/

TODAY'S DATE: _____ IS YOUR ORGANIZATION A NONPROFIT 501(C)3? ☐ YES ☐ NO

BUSINESS NAME: _____

IF DIFFERENT THAN ABOVE, BUSINESS NAME TO BE LISTED ON OUR WEBSITE: _____

CONTACT NAME: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____ WEBSITE: _____

PHONE: () _____ FAX: () _____

ADVERTISING/SPONSORSHIP OPTIONS:	ENTER COSTS:
Premier Sponsor (inc. full-page ad and table): \$3,000 (need logo)	
Diamond Sponsor (inc. full-page ad and table): \$1,000 (need logo)	
Rainbow Sponsor (inc. b&w full-page ad and table): \$500	
Triangle Sponsor (inc. b&w half-page ad and table): \$250	
Electrical cords and outlets (\$10 each). Indicate # _____	
Extra table (\$10 each). Indicate # _____	
Extra chair (2 chairs inc. w/sponsorship) (\$5 each). Indicate # _____	
10x10 tent rental and set-up: \$100	
Pride Guide advertisement	
Full-page: (3.75"w x 5"h) \$250*	
Half-page: (3.75"w x 2.375"h) \$125*	
** Subtract \$25 if your ad contains a coupon or discount offer **	
Vendors	
Food/Beverage vendor: \$200	
Business goods: \$100	
Individual artisan: \$50	
Pride Partner table: \$125	
10x10 tent rental and set-up: \$100	
TOTAL ADVERTISING/SPONSORSHIPS:	

FORM OF PAYMENT: ☐ CASH ☐ CHECK PAYABLE TO KALAMAZOO GAY LESBIAN RESOURCE CENTER ☐ CREDIT CARD

CARD NUMBER: _____ SECURITY CODE: _____ EXP. DATE: _____

NAME ON CARD: _____ CARDHOLDER SIGNATURE: _____

CARDHOLDER PHONE: () _____

Please complete the form and mail to: Kalamazoo Gay Lesbian Resource Center, 629 Pioneer Street, Kalamazoo, MI 49008 or fax to (269) 349-7490. **Questions?** Contact Tracy Hall at the Kalamazoo Gay Lesbian Resource Center at (269) 349-4234 or email tracy@kglrc.org