



# Baton Rouge Pride Fest 2013

## Sponsorship / Advertising / Resource Fair Packet



This year marks the seventh annual Baton Rouge Pride Fest, and we have a great lineup of activities planned for June 15, 2013.

With the success and phenomenal growth of the previous six years of events, we are expecting more than 4,000 people to participate this year. But it's not possible without the generosity of sponsors!

That's why we hope you will take the opportunity to help support the event this year. Whether you want to sponsor a worthy cause, advertise your business or service or get more visibility for your organization, we have opportunities for you.

We have seven major sponsorship levels to choose from and can customize the amenities of any level to suit your needs. There also are opportunities to sponsor individual aspects of the Baton Rouge Pride Fest, such as food, entertainment, resource fair space for nonprofits on limited budgets, health screening rooms or a children's play area, if you so desire. Of course, we welcome and appreciate donations of any size – large or small – and will recognize all donors. We also welcome you to advertise your business or organization (and we welcome individual messages, too) in our Pride Fest program. In addition, we are seeking participants for our community resource fair.

The accompanying information provides more details on the events – which, once again, will center on our Pride Fest community resource fair and celebration Saturday, June 15, 2013, at the Belle of Baton Rouge Atrium. We certainly hope you can be a part of making these events possible!

Don't hesitate to contact us about sponsorship opportunities by phoning me at 225-907-5251 or sending an email to [BRPride@bellsouth.net](mailto:BRPride@bellsouth.net). Or, if you'd like, you can simply send your donation to the Baton Rouge Pride Fest, c/o MCCBR, 7747 Tom Drive, Baton Rouge, LA 70809. We also accept paypal payments through our website: [www.BRPridefest.com](http://www.BRPridefest.com).

Sincerely,  
Tom Merrill  
BR Pride Fest Chair  
February 1, 2013

P.S. Visit our website: [www.BRPrideFest.com](http://www.BRPrideFest.com) to learn more.



7747 Tom Drive • Baton Rouge, LA • 70806

Phone: 225-248-0404 • Fax: 225-248-0456 • Email: BRPride@bellsouth.net

Web site: www.BRPrideFest.com

## About the Event

### More Details on the 2013 Baton Rouge Pride Fest

The Baton Rouge Pride Fest is designed to form a sense of community among GLBT people and their friends. It centers on a resource fair intended to show the variety of services, organizations and businesses available in the community, including a range from health-related and counseling services to social and business associations. That's mixed with an atmosphere of fun, games, entertainment and the chance to get to know others in the community.

Now about to celebrate its seventh year, the Baton Rouge Pride Fest has shown phenomenal growth – moving from a few hundred participants in 2007 to around 4,000 in 2012. Based on a survey in which nearly all of the 2012 participants said they'd definitely be back this year and bring their friends, we're expecting more than 4,000 to participate in 2013.

#### Pride Fest 2013 will include:

- Resource Fair  
*A place for nonprofits and businesses to promote their services, as well as to recruit members/volunteers/clients. There also are various health screenings and much more.*
- Rainbow Stage  
*Continuous entertainment from noon until 6 p.m. by the Krewe of Divas, Michigan Avenue, Pocket Aces and Austin Baptist Women. Recognition of an outstanding community leader as this year's honorary grand marshal. Blessing of relationships. Door prizes. And more.*
- Food and Drinks  
*Snacks will be provided, and drinks will be offered free and for sale. (Food can be sponsored, if desired.)*
- Other Activities  
*Fun, games, special area for children, dancing, visiting with old and new friends, ... and much more.*

#### Opportunities to support Pride Fest 2013 include:

- Showcase your group with a resource fair table or booth.
- Become a sponsor at one of seven "rainbow" levels.
- Buy advertising in the program book.

#### Among the reasons you'd want to help support this event:

- It is a growing event that supports unity in the community, as well as overall health, wellness and happiness for GLBT people.
- Almost all of last year's participants said they appreciated the 2012 sponsors.
- The vast majority of those surveyed said they would be more likely to support the 2012 sponsors as a result of that sponsorship.

The accompanying information provides more details on those opportunities to help present the Baton Rouge Pride Fest Saturday, June 15, 2013, at the Belle of Baton Rouge Atrium. We certainly hope you can be a part of making these events possible!

Don't hesitate to contact us by phoning 225-907-5251 or sending an email to BRPride@bellsouth.net. Or, if you'd like, you can simply send your donation to MCCBR/Baton Rouge Pride Fest, 7747 Tom Drive, Baton Rouge, LA 70806.



*Donations to Pride Fest / MCCBR are tax deductible to the extent allowed by law. A receipt will be issued to all donors.*



# Pride Fest 2013 Sponsorship Opportunities

**Deadline for ensuring your listing makes the program book: May 17, 2013**  
(Donations will gladly be accepted at any time and we will try to acknowledge yours in all possible ways)

## Red Stripe Sponsor (Exclusive) \$10,000 \_\_\_\_\_

- Naming/presenting sponsor rights as agreed upon with organizers. (Title of event would include the sponsor's name.)
- Logo prominently displayed on website, major printed materials, advertisements (*where possible*) and sponsor banners.
- Product (if applicable) used exclusively during the event.
- Booth space (two tables) provided at event for promoting products or services.
- Sponsor's name announced throughout the day from the Rainbow Stage.
- Full-page ad (inside front cover, back cover or page in center spread) in program book.

## Orange Stripe Sponsors \$2,500 (to \$9,999) \_\_\_\_\_

- Logo prominently displayed on website, sponsor banners and program book; logo or name displayed on any major printed materials and advertisements (*where possible*).
- Sponsor's name announced throughout the day from the Rainbow Stage.
- Table at event to promote products and services.
- Full-page ad in program book.

## Yellow Stripe Sponsors \$1,000 (to \$2,499) \_\_\_\_\_

- Logo displayed on website, sponsor banners and program book; name announced throughout event and included in list of sponsors in press releases and other material (*where possible*).
- Half table at event to promote products and services.
- Quarter-page ad in program book or discount on larger ad.

## Green Stripe Sponsors \$500 (to \$999) \_\_\_\_\_

- Logo displayed on website, sponsor banners and program book; name announced at event and included in list of sponsors in other material, where appropriate.
- Quarter-page ad in program book or discount on larger ad.

## Blue Stripe Sponsors \$250 (to \$499) \_\_\_\_\_

- Logo or name displayed on website, sponsor banners and program book; name announced during event.
- Business card ad in program or discount on larger ad.

## Violet Stripe Sponsors \$100 (to \$249) \_\_\_\_\_

- Logo or name displayed on website, sponsor banners and program book; name announced during event.

## Other Sponsors (up to \$100) \_\_\_\_\_

- Donors of other amounts also will be acknowledged in the event program.

We will be happy to consider accepting and exchange in lieu of cash for all levels except the Red Stripe/Title Sponsorship. Any exchange must equal or exceed the dollar value of each level. **Deadline** to be included in program listings and banners: **May 17, 2013**  
– although donations will be accepted at any time and all possible acknowledgements made.

Business Name _____
Person to Contact _____ Amount Enclosed: \$ _____
Address _____
City _____ State _____ ZIP Code _____
Phone _____ Email _____

Please check your Sponsorship Level, complete the information above and return this form to **Baton Rouge Pride Fest, 7747 Tom Drive, Baton Rouge, LA 70806**. Please include your color or black-and-white camera-ready advertisement for the program book and/or your resource fair application, if applicable. (Ad sizes are listed on the Program Book Advertisement page). Make checks payable to **MCCBR/Baton Rouge Pride Fest**. Questions: **Phone 225-907-5251**. For more details, visit **www.BRPrideFest.com**. **(Deadline to ensure your listings make the program book: May 17, 2013 – although donations will be accepted at any time!**



# Baton Rouge Pride Fest 2013 Program Book Advertisement Form

The Baton Rouge Pride Fest 2013 will provide a **four-color, glossy program book** listing not only the **Pride Fest events** but also **community resources** and local **businesses** and **organizations**. We would like to offer you the opportunity to include your group in the book, which will be distributed to Pride Fest participants (approximately 2,000 books distributed last year). All ads also will remain on the Pride Fest website in an electronic copy of the program posted throughout the year. As part of an international Web ring, that means your business or organization will be showcased to local, state, national and international patrons.

You may also place an advertisement in loving memory of family, friends or pets; to honor or congratulate an organization, group or individual; or to commemorate a special life event.

Please **submit this form** and your **color advertisement** to **Baton Rouge Pride Fest, 7747 Tom Drive Baton Rouge, LA 70806. Deadline** for all advertisements is **May 17, 2013**. (*Questions: Phone Tom Merrill at 225-907-5251 or John Deshotel at 225-603-2854 – or email BRPride@bellsouth.net. Visit [www.BRPrideFest.com](http://www.BRPrideFest.com) for more details about Pride Fest.*)

***I would like to place the following advertisement:***

**Inside Front Cover, Back Cover or Center Spread (Each Page) \$700**

(Ad size: 7 1/2" x 10" – or 8 1/2" x 11" full bleed)

**Full Page \$500**

(Ad size: 7 1/2" wide x 10" tall)

**Half Page \$300**

(Ad size: 4 3/4" tall x 7 1/2" wide for horizontal format or 3 1/2" wide x 10" tall for vertical)

**Quarter Page \$175**

(Ad size: 3 1/2" wide x 4 3/4" tall)

**Business Card Size \$75**

(Ad size: 3 1/4" wide x 1 3/4" tall if boxed or 3 1/2" wide x 2" tall full bleed)

*Camera-ready copy of complete advertisement or an electronic file in jpg, pdf or pub format are preferred (on disk or emailed to BRPride@bellsouth.net). If not, extra time must be allowed for design and you must submit the text and any logos or graphics you want included in ad. **Deadline for payments and copy: May 17, 2013.***

Business Name \_\_\_\_\_

Owner or Representative's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Make checks payable to MCCBR/Baton Rouge Pride Fest.**

Amount Enclosed \_\_\_\_\_



# Resource Fair Application

**Saturday, June 15, 2013  
Noon to 6 p.m.  
Belle of Baton Rouge Atrium**

The Baton Rouge Pride Fest Resource Fair is an opportunity for nonprofits, businesses and other organizations to promote their groups and/or services to people who attend Pride Fest.

Organization or Business Name: \_\_\_\_\_

Contact Name(s): \_\_\_\_\_ Phone(s): \_\_\_\_\_

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

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

Email Address(es): \_\_\_\_\_

Nonprofit       Business *Briefly describe what you will be promoting at the Resource Fair:*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Please check the appropriate box(es) below and return this form with your **check payable to MCCBR/Baton Rouge Pride Fest** to 7747 Tom Drive, Baton Rouge, LA 70806. You may also fax this form to 225-248-0456 to make your reservation and then mail your payment.*

- Nonprofit **\$25** – 1/2 of 6' table with one chair. *(If you cannot afford the fee, please contact us to have fee waived. We don't want to turn nonprofits away!)*
- Business **\$75** – 1/2 of 6' table with one chair.
- Nonprofit **\$50** – 6' table with two chairs
- Business **\$125** – 6' table with two chairs
- Nonprofit **\$175** – 10' by 10' booth space (Two 6' tables with four chairs)
- Business **\$250** – 10' by 10' booth space (Two 6' tables with four chairs)

Please provide us with electrical service at an additional charge of \$25. *(Note: You must supply your own extension cords, plug bars, etc. We will place you near an outlet, but you will be responsible for ensuring the safety of your equipment and for properly securing all cords to prevent accidents. Please be prepared!)*

Based on Belle of Baton Rouge rules, no objects may be taped, pinned, stapled or otherwise attached to walls or other surfaces in the building. Anything attached to tables must not damage table covers. Any banners to be hung should be draped from your table and affixed with spring clips – or banners or other backdrops may be displayed on easels or banner stands where space is available. Those requesting tables should plan to display material only on their tabletop or table front. For more space, request a booth.

**For more information, contact Mike Smith at 225-588-0050 or Tom Merrill at 225-907-5251 — or send an email to [BRPride@bellsouth.net](mailto:BRPride@bellsouth.net). Learn more about Pride Fest at [www.BRPrideFest.com](http://www.BRPrideFest.com).**

**Reservations and payments must be received by Friday, June 1, 2013**

*to ensure we can make space for you. Late requests will be accommodated as best we can but can't be guaranteed.*