



Baton Rouge Pride 2014

June 28, 2014

Sponsorship / Advertising / Resource Fair Packet



This year marks the eighth annual Baton Rouge Pride, and we have an exciting lineup of activities planned for June 28, 2014.



With the success and phenomenal growth of the previous seven years of events, we are expecting up to 5,000-6,000 people to participate this year. Post-event surveys of Pride attendees reveal our participants are eager for more sponsors and resource fair sources. In just one example, a participant noted, "I appreciate sponsors and helpers putting this together. It's nice that the LGBT community is celebrated." We are also increasingly being commended for preparing an inclusive event that reaches beyond the GLBT community in comments like: "I appreciated being recognized as a straight ally ... It felt comfortable, like family should."



But this "uplifting and educational" event cannot happen without your support! That's why we hope you will take the opportunity to help sponsor the event this year. Whether you want to support 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. You may also sponsor individual aspects of the Baton Rouge Pride Fest, such as food for the "picnic," entertainment, resource fair space for nonprofits on limited budgets, health screening rooms, or the children's play area. We appreciate donations of any size—large or small—and recognize all donors. We also invite you to advertise your business or organization in our Pride Fest program (we welcome individual messages, too!). In addition, we are seeking participants for our community resource fair.



The accompanying information provides more details on the events, which will center on our Pride Fest community resource fair and celebration Saturday, June 28, 2014, at the Belle of Baton Rouge Atrium. We certainly hope you can be a part of making this happen!

Don't hesitate to contact us about sponsorship opportunities by phoning me at 225-907-5251 or sending an email to 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.

Sincerely,
Tom Merrill, BR Pride Chair
February 1, 2014

P.S. Visit our website: 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 2014 Baton Rouge Pride

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 eighth year, the Baton Rouge Pride Fest has shown phenomenal growth – moving from a few hundred participants in 2007 to around 5,000 in 2013. Based on a survey in which nearly all of the 2013 participants said they'd definitely be back this year and bring their friends, we're expecting more than 5,000 to participate in 2014.

Pride Fest 2014 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, Austin Baptist Women, ... and others. Recognition of an outstanding community leader as this year's honorary grand marshal. Blessing of relationships. Door prizes. And much more.
- Food and Drinks
Snacks will be provided, and food and drinks will be offered 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 2014 include:

- Showcase your group with a resource fair table or booth.
- Become a sponsor at one of seven "rainbow" levels.
- Sponsor an individual aspect of Pride Fest.
- 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.
- 99.5% of the survey respondents last year said they appreciated the 2013 sponsors, and the vast majority of those surveyed (more than 90%) said they would be more likely to support the 2013 sponsors as a result of that sponsorship.
- Nearly all survey respondents also said they enjoyed the event and that they would be back this year and bring more of their friends.

The accompanying information provides more details on those opportunities to help present Baton Rouge Pride Saturday, June 28, 2014, 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.





Baton Rouge Pride 2014 Sponsorship Opportunities

Deadline for ensuring your listing makes the program book: May 23, 2014
(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 an exchange in lieu of cash for all levels (except for naming rights of 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 23, 2014** – although donations will be accepted at any time and all possible acknowledgements made.*

Business Name _____		Sponsorship Amount \$ _____	
Person to Contact _____		Email _____	
Address _____			
City _____	State _____	ZIP Code _____	Phone _____
<input type="checkbox"/> Check Enclosed (<i>or mailed separately, payable to MCCBR/Baton Rouge Pride</i>)		<input type="checkbox"/> Credit Card Payment:	
Card No. _____	Exp. _____ / _____	Code _____	Signature _____

Please check your Sponsorship Level, complete the information above and return this form with your payment information to:
MCCBR/Baton Rouge Pride, 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.)

Questions: Phone 225-907-5251. For more details, visit www.BRPrideFest.com.

Deadline to ensure your listings make the program book: May 23, 2014 – although donations will be accepted at any time!



Baton Rouge Pride 2014 Program Advertisement Form

Deadline for ensuring your listing makes the program book: **May 23, 2014**

The Baton Rouge Pride Fest 2014 will provide a **four-color, glossy program book** listing not only the **Baton Rouge Pride 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 participants (approximately 1,750 books distributed last year). All ads also will remain on the Pride 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 23, 2014**. (*Questions: Phone Tom Merrill at 225-907-5251 or John Deshotel at 225-603-2854 – or email BRPride@bellsouth.net. Visit www.BRPrideFest.com for more details about Baton Rouge Pride.*)

I would like to place the following advertisement:

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

(Ad size: 7 1/2" wide x 10" tall – or 8 1/2" wide x 11" tall 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.

Business/Individual Name _____	Payment Amount \$ _____
Person to Contact _____	Email _____
Address _____	
City _____	State _____ ZIP Code _____ Phone _____
<input type="checkbox"/> Check Enclosed (or mailed separately, payable to MCCBR/Baton Rouge Pride) <input type="checkbox"/> Credit Card Payment:	
Card No. _____	Exp. ____/____ Code _____ Signature _____

Deadline for payments and ad copy: May 23, 2014.



Resource Fair Application

**Saturday, June 28, 2014
Noon until 6 p.m.
Belle of Baton Rouge Atrium**

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

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 – or you can access our PayPal account through BRPrideFest.com or fill in the credit card information below.*

- Nonprofit **\$25** – 1/2 of 6-foot 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-foot table with one chair.
- Nonprofit **\$50** – 6-foot table with two chairs
- Business **\$125** – 6-foot table with two chairs
- Nonprofit **\$175** – 10-foot-by-10-foot booth space (Two 6-foot tables with four chairs)
- Business **\$250** – 10-foot-by-10-foot booth space (Two 6-foot 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!)*

Payment Type: Check Enclosed *(or mailed separately, payable to MCCBR/Baton Rouge Pride)* Credit Card Payment:

Card No. _____ Exp. ____/____/____ Code _____ Signature _____

Based on Belle Hotel rules, nothing may be taped, pinned, stapled or otherwise attached to walls/wall 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. Learn more about Baton Rouge Pride at www.BRPrideFest.com.

Reservations and payments must be received by Friday, June 13, 2014

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