



Greetings Friends,

Through community support, sponsorship, and donors, Lincoln's 2019 Star City Pride Festival was another huge success with approximately 5,000 attendees of all ages! Your dedication allows Star City Pride to continue to host opportunities to celebrate community and strengthen the message of equality throughout Nebraska.

We are currently planning for our Annual Pride Festival, June 19-20, 2020, along with the inaugural Pride Parade! In 2020 the SCP Festival will be held at Tailgate Lot 18, also known as Matt Lot, in Lincoln, Nebraska. This new location will allow for even more vendors and activities during the festival, which will include a larger Kid Zone area with more family friendly activities.

Also new in 2020 will be the Inaugural SCP Pride Parade. The parade will be held Saturday morning on June 20. Pride parades have a long history of bringing about LGBTQIA rights all over the world. The Inaugural SCP Parade is a celebration of these past achievements while recognizing there is still a long way to go. Through the parade and this year's Festival theme of "You are Enough," our goal is to celebrate self-acceptance and Pride!

Star City Pride's Sponsorship Committee is actively seeking support from area businesses and organizations. We are calling on your help to make the Pride 2020 event the best and biggest yet! Your support and generous contributions will assist in bringing big-name entertainment to our city, as well as cover cost-related expenses for our all-age festival. As a 501(c)(3) nonprofit organization, equal representation and commitment to community are core values within our mission. We strive to bridge the gap in promoting an all-inclusive community in Lincoln, celebrating equal rights!

We are excited to offer a number of new choices that enable you to support Star City Pride and increase your visibility within the community. Your business or organization logo will be seen by thousands of potential consumers with entrance and stage signage, Pride Guide advertisements (print and digital), social media, website presence, and more! Additional information about these opportunities is provided on the enclosed pages and online at www.starcitypride.org.

We need your help to continue this important work. Please consider contributing today and together we will celebrate with PRIDE!

Sincerely,
Star City Pride Board of Directors
(402) 858-4304
sponsor@starcitypride.org

- **Pride Festival** June 19–20 • **Inaugural Pride Parade** June 20 • **Post Pride Wedding Expo** June 21 •

Star City Pride is a 501(c)(3) nonprofit organization. All donations are tax deductible to the extent permitted by law.

Federal Tax ID: 20-8871677

Star City Pride

211 N 14th St
Lincoln, NE 68508
sponsor@starcitypride.org
starcitypride.org/sponsor
402.858.4304

Board of Directors

President

Buffy Cranford

Vice President

Dan Huntley

Treasurer

Serena Heermann

Secretary

Patrick Alexander

Entertainment Director

Ron Royer

Sponsorship-Development

De Monson

Goals

Development

Education

Advocacy

Resources

Entertainment Philanthropy

2020 Calendar

April 4 • Stellar Legacy Dinner

April 26 • Food Truck Rally •

May 9 • Art Auction

May 16 • SCP Volleyball tourney

May 30 • Gay 5K

... and more!

Pride Sponsorships



Pride Partners • \$5,000

Name recognition in all print and broadcast interviews

Recognition on SCP website

Logo on event t-shirt

Name recognition at the festival entrance

Web advertisement banner added to the official SCP website

Full-page advertisement in the Pride Guide — Premium Placement

Ad displayed on main stage video screen during the festival

Rotating recognition on main stage video screen during the festival

10' x 10' vendor booth at the Festival

New this year—complementary entry in the Inaugural SCP Parade

Double Rainbow Sponsor • \$2,500

Name recognition in all print materials

Recognition on SCP website

Logo on event t-shirt

Name recognition at the festival entrance

Full-page advertisement in the Pride Guide

Ad displayed on main stage video screen during the festival

Rotating recognition on main stage video screen during the festival

10' x 10' vendor booth at the Festival

New this year—complementary entry in the Inaugural SCP Parade

Rock Star Sponsor • \$1,000

Recognition on SCP website

Logo on event t-shirt

Name recognition at the festival entrance

Rotating recognition on main stage video screen during the festival

Full-page advertisement in the Pride Guide

10' x 10' vendor booth at the Festival

Super Star Sponsor • \$500

Recognition on SCP website

Name on event t-shirt

Rotating recognition on main stage video screen during the festival

Half-page advertisement in the Pride Guide

10' x 10' vendor booth at the Festival

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2020 Calendar

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Apr 4 • Stellar Legacy Dinner
Apr 26 • Food Truck Rally
May 9 • Art Auction
May 16 • SCP Volleyball tourney
May 30 • Gay 5K

... and more!

Shooting Star Sponsor (available to nonprofits only) • \$300

Recognition on SCP website
Name on event t-shirt
Rotating recognition on main stage video screen during the festival
Quarter-page advertisement in the Pride Guide
10' x 10' vendor booth at the Festival

Pride Guide Advertising

• Advertising Deadline April 30, 2020

- Full Page — \$400
- 1/2 Page — \$200
- 1/4 Page — \$100
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Parade Sponsorships

Official Parade Partner • \$5,000

Lead position in Inaugural SCP Parade, includes customized banner
Name recognition in all print and broadcast interviews
Name recognition and web advertisement on official SCP Parade page

Full-page ad in the Pride Guide — Premium Placement
Ad displayed on main stage video screen during the festival
Rotating recognition on main stage video screen during the festival
10' x 10' vendor booth at the Festival

Platinum Sponsor • \$1,000

Entry and premium position in the Inaugural SCP Parade
Name recognition on official SCP Parade page
Name recognition in all print materials
Name and logo on official Parade opening banner
Full-page ad in the Pride Guide
Rotating recognition on main stage video screen during the festival

Gold Sponsor • \$500

Entry and premium position in the Inaugural SCP Parade
Name recognition on official SCP Parade page
Name recognition in all print materials
Name and logo on official Parade opening banner
Half-page ad in the Pride Guide
Rotating recognition on main stage video screen during the festival
Profit and Political Participant Entry • \$100
Business listing on official SCP Parade page

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One (1) entry in parade for your organization (no more than 20 people on foot)

Nonprofit/Solidarity Participant Entry • \$50

Business listing on official SCP Parade page
One (1) entry in parade for your organization (no more than 20 people on foot)
Play it with Pride III (Volleyball) Sponsorships

Official Play it with Pride Partner • \$1,000

One team entry in the Play it with Pride tournament
Name recognition on all print materials and during the tournament
Recognition on SCP website
Logo on official Play it with Pride t-shirt
Vendor table during tournament
Rotating recognition on main stage video screen during the Pride festival

Court Sponsor • \$250

One entry in the Play it with Pride tournament
Name recognition on sponsored court
Recognition on SCP website
Logo on official Play it with Pride t-shirt
Vendor table during tournament
Rotating recognition on main stage video screen during the Pride festival

Vendors (pricing valid until April 30)

Nonprofit Organizations — \$80
For-profit Businesses and other Entities — \$220
Food Trucks/Vendors — \$250



Don't see something here that meets your needs,
we are happy to work with! Contact the Sponsorship Director De Monson at
402.890.5293 to work on a custom package!

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STAR CITY PRIDE (SCP) APPLICATION
211 N 14th St, Lincoln, NE 68508
(402) 858-4304



Business/Organization Name: _____

Contact Person, Title: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Pride Festival Vendor Booths, 10x10 with shade canopy			Quantity	Total
	Jan 10–April 30	May 1–June 18		
Nonprofit Vendor Booth	\$80	\$130		
For-profit Vendor Booth	\$220	\$270		
Food Trucks/Vendors (self-contained with SCP providing space only)	\$250	\$300		
1 table and 2 chairs	\$20			
Electric (110)	\$25			
Pride Guide Advertising, Deadline April 30, 2020				
Full Page Ad	\$400			
1/2 Page Ad	\$200			
1/4 Page Ad	\$100			
Pride Festival Sponsorships				
Pride Partner	\$5,000			
Double Rainbow Sponsor	\$2,500			
Rock Star Sponsor	\$1,000			
Super Star Sponsor	\$500			
Shooting Star Sponsor (nonprofit only)	\$300			
Parade Sponsorships				
Official Parade Partner	\$5,000			
Platinum Sponsor	\$1,000			
Gold Sponsor	\$500			
Entry in the Inaugural SCP Parade				
Nonprofit/Solidarity Parade Entry	\$50			
Profit and Political Participant Entry	\$100			

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Nonprofit Identification Number _____ **Phone:** _____

Email: _____ **Website:** _____

For SCP Vendors: List products or services offered (will be listed online and in Pride Guide)

Please note: No beverages, alcoholic or non-alcoholic, may be sold on the premises. For food vendors, all menu items must be approved by SCP board, you must have a copy of valid food handler's permit, and meet all city and health guidelines. No shared booths unless previously approved by SCP board.

I understand that it is my responsibility to have my vendor booth staffed from Friday, June 19, from 4:30 p.m. to 8:00 p.m. **AND** Saturday, June 20, from Noon to 8:00 p.m. Failure to staff your booth may include a \$50 staffing fee.

Initial _____

Submit Application and Payment to Star City Pride



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