

Greetings, Friends!

2021 was a year of adjustments and successes! We are thrilled to announce that this year's two-day Star City Pride Festival was the biggest in our history! Not only did we have more vendors and attendees than ever before; we delivered Star City Pride 2021 content to our audience both in-person *and* streaming **LIVE** online!



Also, with the hard work and determination of our Parade Planning Committee, SCP was finally able to host Lincoln's first ever Star City Pride Parade! Thousands lined the streets, cheering on the Parade participants, and celebrating Pride by surrounding the Nebraska Capitol Building with light and love! The 2021 Pride Parade was historic for many reasons, so we can't wait to see how it grows in 2022!

While we are still celebrating our many successes, we are also hard at work on planning next year's Parade and Festival. Mark your calendars now:

**Star City Pride 2022 will be on June 17th & 18th, 2022, and we will be returning to Matt Lot downtown!
The Star City Pride Parade will be Saturday, June 18th, 2022, around the Nebraska State Capitol Building!**

Star City Pride is an all-volunteer organization, a 501(c)(3) nonprofit, and we rely heavily on the generous support of our Sponsors and Donors. In this packet, you will find information on Star City Pride's advertising rates, Festival vendor booth rates, and sponsorship opportunities. Please take a few minutes to review your options.

In addition to the thousands of folks you will reach as a Sponsor, you can find more ways to engage throughout this packet. Star City Pride will be producing several fun and family-friendly events leading up to Pride 2022. You can expect some returning favorites, like our annual **Play It with Pride** sand volleyball tournament, and **The Art of Pride – Art Auction**. We will be adding *new ways to participate* in the coming months, including a **New Year's Gala** and a **Softball Tourney!**

Looking for other ways to stay engaged and give back to the community? Great! We have three very important ways you can contribute TODAY:

- 1) **Advertise/Sponsor** – Increase brand visibility and reach new potential clients by sponsoring Star City Pride! We offer great benefits for Pride Sponsors; find a package that works for you!
Get your ads in front of our members – advertise online, or in the annual Pride Guide, (a festival magazine made available to all Pride participants and distributed around Lincoln). Your ad will also live online at www.starcitypride.org for up to one year!
- 2) **Volunteer/Serve** – Star City Pride is run entirely by volunteers! Our success is dependent on us having a talented and dedicated group of volunteers. Serve on a committee! Give us a couple hours a month and you can help us take Pride into the future!
- 3) **Donate** - Donations to Star City Pride are tax deductible! Our supporters make it possible for us to continue offering services to members while we continue planning for 2022. Maximize your giving power: does your company offer donation-matching? Would you or your organization consider doing a fundraising drive for Pride? Reach out today for ways we can work together!

TOGETHER WE RISE: We believe that that Star City Pride has a responsibility to be of service to Lincoln's LGBTQIA+ community, and to be advocates for justice and equal rights for all, especially for our Trans and Queer-BIPOC communities. We believe that we accomplish this, in part, by creating a space for education and advocacy each year at the Pride Festival; by bringing together other organizations who serve these goals; and by celebrating the beauty in our diversity. We believe that we are successful when we work TOGETHER to meet these goals.

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

Sincerely,

Star City Pride Board of Directors

(402) 858-4304 sponsor@starcitypride.org

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

FederalTaxID:20-8871677

Star City Pride

211 N 14th St
Lincoln, NE 68508
402.858.4304

sponsor@starcitypride.org
starcitypride.org/sponsor

Board of Directors

President

Dan Huntley

Vice President

Gretchen Arroyo

Treasurer

Liz Ogg

Secretary

Cody Risdahl

Sponsorship-Development

Kevin Tjeerdsma

Community Outreach

Ron Royer

Entertainment Director

(vacant)

2022 Calendar

Winter Events

Royalty Pageant – Dec 19
New Year's Ball – Dec 31
Royalty Victory Show
The Art of Pride (Art Auction)
Family Portraits

Spring Events

Golf Tournament
Geocaching
Play it With Pride (Volleyball)
Slow Pitch Softball
Food Truck Rally

Summer Events

SCP Parade – June 18
SCP Festival – June 17/18

...and more!

Goals

Development
Education
Advocacy
Resources
Entertainment
Philanthropy ...and more!

Pride Sponsorship



Official Pride Partner • \$5,000

- Name recognition in all print and online promotions
- Recognition on SCP website & Facebook event pages
- 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
- Entry in the Online & Inaugural SCP In-person Parade

Double Rainbow Sponsor • \$2,500

- Name recognition in all print materials & online promotions
- Recognition on SCP website & Facebook event pages
- 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
- Entry in the Online & Inaugural SCP In person Parade

Rockstar Sponsor • \$1,000

- Recognition on SCP website & Facebook event pages
- 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

Superstar 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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Shooting Star Sponsor (non-profits 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 May 1, 2022

- 1/4 Page - \$100
- 1/2 Page - \$200
- Full Page - \$400
- Inside Front Cover - \$500
- Inside Back Cover - \$500
- Back Cover - \$600

Parade Sponsorship



Official Parade Partner • \$3,000

- Lead position in SCP Parade, includes customized banner
- Name recognition in all print & online promotions
- Name recognition and web advertisement on official SCP Parade page
- Full-page ad in the Pride Guide & Logo on Facebook event page
- 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

- Premium position in SCP Parade
- Name recognition on official SCP Parade page
- Name recognition in all print & Facebook parade event page
- 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 or Community Supporter • \$250

- 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

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- Rotating recognition on main stage video screen during the festival

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Philanthropy ...and more!

Parade Participation

Parade Entry • Non-profit/Solidarity Participant • \$75

- One (1) entry in virtual OR in-person parade for your organization (no more than 20 people on foot)
- Business listing on official SCP Parade page & Facebook event page

Parade Entry • For-Profit or Political Participant • \$150

- One (1) entry in virtual OR in-person parade for your organization (no more than 20 people on foot)
- Business listing on official SCP Parade page & Facebook event page

Volleyball Sponsorship

Official Play it with Pride Partner • \$500

- One team entry in the Play it with Pride tournament
- Name recognition on all print materials and during the tournament
- Thank You & Recognition on SCP website
- Large 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
- Mention on SCP website
- Small Logo on official Play it with Pride t-shirt
- Vendor table during tournament

Vendors

- Nonprofit Organizations • **\$90**
- For-profit Businesses and other Entities • **\$230**
- Food Trucks/Vendors • **\$260**

(Pricing valid until April 1, 2022. Any requests made after April 1 are subject to an increase in rate. See chart on next page for details.)

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2022 Star City Pride Sponsor | Vendor | Parade Participant Application

Complete and return this form to sponsor@starcitypride.org. The pricing chart is only an indicator of our pricing. You can circle or highlight the purchase you made online. Returning this form acknowledges you have already completed your purchase online at www.starcitypride.org. **Sponsors and Vendors**, please continue after the pricing chart to the **Sponsor | Vendor Acknowledgement**.

Business Name	
Contact Person, Title:	
Mailing Address:	
City, State & Zip:	
Email:	

Festival Booths

Come with ONE 10 x 10 Canopy (ONLY) (pricing for tables/chairs/electricity in the chart below can be purchased at starcitypride.org) ONE business per booth. Vendor Hours: Friday set-up 12pm-4pm, Active Hours 4pm-8pm, Saturday set-up 10am-12pm, Active Hours 12pm-8pm

	Early Bird Rate Oct 1 - Apr 1	Regular Rate Apr 2 - June 1
Non-profit Booth - 10 x10, w/Shade Canopy (Must provide proof of nonprofit status)	\$90	\$140
For-profit Booth- 10 x10, w/Shade Canopy	\$230	\$280
Double Booth Space only - 10 x 20	\$260	\$330
- Add Electricity -110 (Standard Connection)	\$30	\$50
- Add 1 Table & 2 Chairs	\$25	\$35
Food Truck Space- 15 x 25	\$450	\$500

Festival Sponsorships

Official Pride Partner	\$5,000
Double Rainbow	\$2,500
Rockstar	\$1,000
Super Star	\$500
Shooting Star (Non-profit only)	\$300

Parade Sponsorship & Entry Options

Official Parade Partner	\$3,000
Platinum	\$1,000
Gold	\$500
Community Supporter	\$250
Parade Entry - Non-profit/ Solidarity/ Community	\$75
Parade Entry - For-profit or Political Participant)	\$150

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Pride Guide Digital & Print Advertising

Advertising Deadline May 1, 2022

Full Page	\$400
Half Page	\$200
Quarter Page	\$100
Outside Back Cover	\$600
Inside Front Cover	\$500
Inside Back Cover	\$500

Sponsor | Vendor Acknowledgement

Please complete the following information. If you submitted payment online as a Non-profit, you are required to provide your Non-profit Identification Number. For all others, complete all other sections disregarding the non-profit identification number. There are also items to initial at the end.

Contact Name: _____

Phone: _____

Company: _____

Website: _____

If non-profit, enter Identification Number: _____

For ALL SCP Vendors: List products or services offered (will be listed online for our attendee's reference)

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 18, from 4:00 p.m. to 9:00 p.m. **AND** Saturday, June 19, from Noon to 8:00 p.m. Failure to staff your booth may include a \$50 staffing fee.

Initials: _____

Vendor Booth Spaces include a shade Canopy ONLY. You are responsible for what goes in your booth including decor, signage, tables, chairs, etc. SCP has a limited number of tables and chairs that you can reserve by June 10, 2022, for an additional charge. Please go to www.starcitypride.org if you would like to reserve. Electricity is available in only certain sections of the festival lot. You can also reserve and pay for electricity online until June 10, 2022.

Initials: _____



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