



CVP 2014

SPONSORSHIP KIT

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Show your colors **August 23.** A day of diversity starts **with you.**

Join us **Saturday, August 23rd** from **Noon to Midnight** at **West Fourth & Jefferson Street** to celebrate our diversity and our community. It's not just for the gay, lesbian, bisexual and transgender people of the Cedar Valley. It's for everyone — come discover what it means to be LGBT in the Cedar Valley and stand for diversity, inclusion and acceptance.

Come celebrate the joys of diversity with LIVE music, information booths, food, female impersonators, beverages and more. This day-long event is geared to be inclusive for the whole family. Help be a role model and show that acceptance and inclusion is a choice.

In 2013, we saw a 40% increase of attendance to more than 3,500 people from 22 different states. Plus, we involved the whole community with more than 34 sponsors, 23 exhibitors and 22 food and merchandise vendors. The inaugural 2012 Cedar Valley Pridefest was a great success drawing in more than 2,500 people from 18 different states as well as 20 sponsors, 20 exhibitors and 10 food and merchandise vendors.

We are excited about the success of the first Cedar Valley Pridefest event and are looking forward to growing to reach a larger audience in the Cedar Valley and beyond. With positive word-of-mouth from 2012 and 2013, additional promotion, interesting vendors and exciting entertainment, our goal for 2014 is to establish Cedar Valley Pridefest as one of Iowa's must see events.

Thank you for your support,



For more information, please visit
cedarvalleypride.com
or e-mail cvpridefest@gmail.com

PO Box 1435
Waterloo, IA 50704-1435

Like us on 
facebook.com/cedarvalleypride



Building a diverse community.

A recap of 2013 Cedar Valley Pridefest.



WHEN

Saturday, August 24, 2013
12:00 PM – 12:00 AM

ATTENDANCE

More than **3,500**
people attended.

FROM

Alabama	Missouri
Colorado	Nebraska
Florida	New York
Iowa	North Dakota
Illinois	Oregon
Kansas	South Dakota
Kentucky	Tennessee
Massachusetts	Texas
Michigan	Utah
Minnesota	Wisconsin
Mississippi	



SPONSORS, VENDORS & EXHIBITORS

- Sponsors (34)
- Vendors (23)
- Exhibitors (22)

Sponsorship Levels

\$10,000 — Rainbow

- Festival Naming Rights – Your name will be included into the Festival's Name for 2014
- Name incorporated into event logo

\$5,000 — Diamond

- Stage Naming Rights (1)
- Stage Banner (4' x 10') and Entry Banner (4' x 10')
- Promoted in all ads/press releases
- Promoted in all event promotion activities (e.g. parades, other festivals)
- Back cover full-page, full-color ad in advance schedule guide (1)
- Large ad on website
- Large logo back shirt
- Logo included on digital sign at event
- 20' x 10' booth at event
- Total of 25 free event passes

\$2,500 — Ruby

- Entry banner (4' x 10')
- Named in all ads/press releases
- Named in all event promotion activities (e.g. parades, other festivals)
- Inside front cover ad in advance schedule guide (1)
- Large ad on website
- Large logo back shirt
- Logo included on digital sign at event
- 10' x 10' booth at event
- Total of 15 free event passes

\$1,000 — Emerald

- Named in all ads/press releases
- Named on advance schedule guide
 - Banner at Event (3' x 6')
- Medium-size ad on website
- Medium logo back shirt
- 10' x 10' booth at event
- Total of 10 free event passes

\$500 — Sapphire

- Named on advance schedule guide
- Small ad on website
- 10' x 10' booth at event
- Total of 4 free event passes
- Two free t-shirts

\$250 — Amethyst

- Named on website
- Total of 2 free event passes
- One free t-shirt

\$100 — Amber

- Named on website
- Total of 2 free event passes

\$50 — Jade

- Named on website
- Total of 1 free event passes



Cedar Valley Pridefest t-shirts sell quickly for \$15 each! Orange (2012), Grey (2013)

In-Kind Negotiations:

Only paid levels are shown. In-kind contributions are negotiated separately.

Package Details:

- Sponsors are responsible for the production of their own materials and booths including signage and banners.
- Sponsors are responsible for providing their own tents, tables, chairs, equipment, personnel, change/credit card processing and waste containers for booths.
- Event passes should be used for your booth staff if you are having a booth. If you are not having a booth, use your passes for employees or giveaways.
- Event passes will be mailed to the address on your sponsorship form prior to the event.
- CVP reserves the right to modify submitted materials to fit formats.

To receive all benefits listed, including inclusion in advance schedule guides, submit logos and artwork by June 1, 2014.

NEW Tax-Deductible Donations: Through a fiscal sponsorship with Americans for Democratic Action, financial contributions to Cedar Valley Pridefest are tax-deductible when made out to "CVP / ADA Ed Fund".

Publicity Guidelines

Logo Submissions

To ensure the best quality of reproduction, please provide your logo in one of the following formats. Often, your marketing department, printer or sign company can supply you with the appropriate files.

- EPS File – Encapsulated Post Script (preferred)
- PDF File – High-resolution, print-optimized, 300dpi
- JPG File – High-resolution, 300dpi (*not from your website*)

When to submit:

Submit your logo as early as possible to receive the most promotion benefits. We suggest submission by June 1, 2014 to receive the most exposure for your sponsorship.

Submit your logo file to cedarvalleypridefest@gmail.com.

Questions? E-mail us at the same address.

These file formats won't work.

- GIF Files
- PNG Files
- PPT (MS PowerPoint) Files
- MS Publisher Files
- DOC (MS Word) Files

Website Ad Submissions

You should prepare your advertisement to fit the following specifications to produce correctly on www.cedarvalleypride.com.

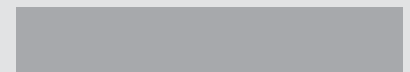
- JPG File – Web-resolution, 72dpi
- GIF File – Web-resolution, 72dpi (can be animated)
- PDF File – Web-resolution, 72dpi

When to submit:

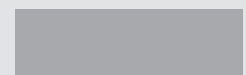
Submit your web ad as early as possible to receive the most promotion benefits. We suggest submission by June 1, 2014 to receive the most exposure for your sponsorship.

Submit your ad file to cedarvalleypridefest@gmail.com

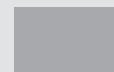
Questions? E-mail us at the same address.



Large Ad
800 x 200 pixels



Medium Ad
400 x 200 pixels



Small Ad
200 x 200 pixels

Sponsor Agreement



Contact Information

Contact Name: _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail Address: _____

Sponsorship Levels

Please refer to the enclosed sponsorship levels for detailed information and check ONE box.

\$10,000 Rainbow Level \$5,000 Diamond Level \$2,500 Ruby Level \$1,000 Emerald Level
 \$500 Sapphire Level \$250 Amethyst Level \$100 Amber Level \$50 Jade Level
 Other: \$_____ Make my donation: In the name of: _____ Anonymous

Payment

Please remit the full payment with your form by check. Checks should be made payable to "Cedar Valley Pride Fest Inc." and mail to: Cedar Valley Pridefest Inc., PO Box 1435, Waterloo, IA 50704-1435.

For Tax-Deductible Donations: We've teamed up with Americans for Democratic Action Ed Fund to be our fiscal sponsorship to allow donations to CVP to be tax-deductible.

Donate By Check: Please remit the full payment with your form by check. Checks should be made payable to "CVP / ADA Ed Fund" and mail to: Cedar Valley Pridefest Inc., PO Box 1435, Waterloo, IA 50704-1435.

Donate Online: You can conveniently pay online via a major credit card at CedarValleyPride.com. The charge that shows on your screen will function as your receipt for tax purposes. You should print a copy of that screen and save it for tax time.

You will not receive a receipt in the mail for your donation. Please make a copy of this form and your check for your tax purposes. Americans for Democratic Action Ed Fund is a 501c3 organization making your gift tax deductible to the fullest extent of the law. Americans for Democratic Action Ed Fund, 1629 K Street N.W., Suite 300, Washington D.C. 20006. Learn more at www.adaedfund.org.

Authorization

By signing below, I confirm that I am duly authorized to enter into this commitment to sponsor Cedar Valley Pridefest. I agree that upon your acceptance of this sponsorship commitment form, this will become a binding contract for the sponsorship amount indicated.

Signature Date

Name (Printed) Title

THANK YOU FOR YOUR CONSIDERATION



FOR GENERAL SPONSORSHIP
QUESTIONS CONTACT
cvpridefest@gmail.com