



Sponsor & Vendor Opportunities

Northern Virginia Pride Festival | October 5, 2014

Bull Run Special Events Center | Centreville, VA

Our Mission: NOVA Pride is a coalition-building organization with a mission to educate, advocate, and celebrate the LGBTQ Community of Northern Virginia and our straight allies.

We are a movement to create an infrastructure between county-based organizations, charities, pride organizations, social groups, and the community at-large; to educate the community about LGBTQ issues, including health and discrimination; advocate for LGBTQ equality; and celebrate diversity and individuality.

The Commonwealth of Virginia is a uniquely situated state, perched at the gateway to the south, and adjacent to our Nation's Capital. Northern Virginia is one of the most diverse, resourceful, and talented areas in the world; labeled as the "Silicon Valley of the East" due to the high concentration of tech giants with a presence here, and home to many major non-partisan advocacy groups.

The NOVA Pride mission is not only a celebration of LGBTQ culture within the gay community, but also an effort to reach out and embrace our allies and the community-at-large, from youth issues (bullying, coming out) through elder issues and everything in between.

Who We Are: NOVA Pride's Board and Volunteers are made up of a diverse group of adults who maintain a presence within Northern Virginia. We run the gamut of LGBTQ identification, with lesbians, gay men, bi/pansexuals, transgender individuals, queer folk and straight allies.

What We Do

Educate:

NOVA Pride provides information on community resources to combat the spread of HIV/AIDS and other STDs, promote diversity, and ensure that all individuals in Northern Virginia know where to go for information they need, whether they be L, G, B, T, Q, or a straight ally to help do the same.

Advocate:

- Help bring attention to local Community Centers for the need to have inclusive household policies that do not exclude LGBTQ couples;
- Ensure local law enforcement understands LGBTQ issues and implements

LGBTQ-specific liaisons to ensure that citizens of all orientations and identities feel safe and protected;

- Support and create anti-bullying and anti-suicide programs - and other critical resources for LGBTQ students and their families - in local school districts;
- Encourage local businesses to include sexual orientation and gender identity in their nondiscrimination policies and hiring practices;
- Work with local cities and counties to designate June as LGBT Pride Month;
- Co-sponsor Equality Virginia's Day of Action

Celebrate:

Whether to fundraise, encourage diversity, reach out to families and youth, or prepare safe-sex kits for healthcare resource-providing organizations, NOVA Pride is extremely active in the community, with over 100 events every year:

- Karaoke & Condoms Night in Reston (monthly)
- Pride Splash & Ride at Six Flags America (yearly)
- Equality Virginia's Day of Action (every January)
- Northern Virginia Pride Festival (every Fall)
- Capital Pride Parade & Festival (every fall)

We are also building up support for family and youth events. Upcoming planned events include:

- Kayaking/Whitewater rafting (tentatively planned for late summer)
- Family-oriented Potluck Picnics (quarterly, beginning late fall)
- Camping (coming summer 2015)
- Tutoring (coming late fall)





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*2014 is an exciting year for NOVA Pride,
and we would be thrilled for you to be a part of it!*

We have secured a fantastic location and date for our first-ever Northern Virginia Pride Festival – October 5th, 2014 at Bull Run Special Events Center in Centreville, Virginia.

About Bull Run Special Events Center: Located on the floodplains of the historic Cub Run in Fairfax County, Virginia, the Special Events Center is designed to preserve the open space and rural landscape of Bull Run Regional Park. The Northern Virginia Regional Park Authority has developed the Special Events Center as a unique cultural resource for the people of Northern Virginia. It serves as a venue for diverse activities and events produced by private, commercial and community sponsors. The Center can accommodate groups up to 10,000.

On behalf of the NOVA Pride Board of Directors, we would like to offer your company the opportunity to participate as a sponsor or vendor at the Northern Virginia Pride Festival, presented by NOVA Pride, October 5th, 2014, at Bull Run. This is an opportunity to showcase your organization to a projected 4,000-10,000 members of the LGBTQ community, their family, friends, allies and pets!

First class entertainment, beautiful Virginia-Fall weather, fresh air and like-minded connections await you at this year's festival.

Key Benefit Categories:

- Tented vendor area to showcase your organization or company;
- Your company listing with logo, link and company description on the NOVA Pride website;
- Mentions on social media and weekly eNewsletter, distributed to over 2500 collectively;
- Advertisement space in festival guide; and,
- Logo and/or name on signage at festival.

Check out the following page for a breakdown of the great benefits you'll receive at each level of sponsorship, and as a vendor. Want to mix it up? Customized sponsorship packages may be arranged; to discuss your needs, please contact Marina Deede, NOVA Pride Development Director at marina@novapride.org.

Growing by the day!

700+ subscribed to our eMarketing
2500+ Facebook followers
250+ Twitter followers
1000 weekly website visitors





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See below for a general breakdown of deliverables based on sponsorship/vendor level. Other options are also available, and may be discussed on an individual basis with Marina Deede, Development Director, by contacting her at marina@novapride.org.

Benefit	Leadership (\$15K)	Platinum (\$7.5K)	Gold (\$5K)	Silver (\$4K)	Bronze (\$2K)	Partner (\$1.5k)	Contributor (\$750)	Vendor Plus*	Vendor*
Radio Ad	TBD								
VIP Restrooms									
Vendor Booth(s)	20'x40' w/ electricity	20'x30'	20'x20'	10'x10'	10'x10'	10'x10'		15'x15'	10'x10'
Shout outs on Facebook/Twitter	10	5	5	3	2	1	1		
Logo recognition on festival marketing emails									
Advertisement in NOVA Pride Guide	1 Full Page	1 Full Page	1 Half Page	1 Quarter Page	1 Quarter Page	Logo & 25-word description			
Logo recognition on festival signage									
Name recognition on festival signage									
Logo and 25 word description on NOVA Pride website									
Logo on NOVA Pride website									
Festival Listing in NOVA Pride Guide									

Space assignments for vendor booths are assigned on a first-come, first-served basis.

*Vendor Plus and Vendor Pricing is as follows:

Please note that prices below do not include any additional amenities, such as electricity. Those details will follow.

VENDOR PLUS	Early Bird	August 1 st -Sept.14 th	after September 15 th
<input type="checkbox"/> 501(c)3**	<input type="checkbox"/> \$300	<input type="checkbox"/> \$375	<input type="checkbox"/> \$425
<input type="checkbox"/> Nonprofit (other)	<input type="checkbox"/> \$375	<input type="checkbox"/> \$450	<input type="checkbox"/> \$525
<input type="checkbox"/> Small For-Profit°	<input type="checkbox"/> \$600	<input type="checkbox"/> \$675	<input type="checkbox"/> \$750
<input type="checkbox"/> Large For-Profit°	<input type="checkbox"/> \$750	<input type="checkbox"/> \$825	<input type="checkbox"/> \$900
VENDOR	Early Bird	August 1 st -Sept.14 th	after September 15 th
<input type="checkbox"/> 501(c)3**	<input type="checkbox"/> \$150	<input type="checkbox"/> \$225	<input type="checkbox"/> \$300
<input type="checkbox"/> Nonprofit (other)	<input type="checkbox"/> \$225	<input type="checkbox"/> \$300	<input type="checkbox"/> \$375
<input type="checkbox"/> Small For-Profit°	<input type="checkbox"/> \$450	<input type="checkbox"/> \$525	<input type="checkbox"/> \$600
<input type="checkbox"/> Large For-Profit°	<input type="checkbox"/> \$600	<input type="checkbox"/> \$675	<input type="checkbox"/> \$750

Add-On Costs	
Electricity	\$150
Booth Upgrade	Ask!
Special Seating	Ask!
Flooring	Ask!

To request an add-on, email marina@novapride.org.

** To be eligible for the 501(c)3 nonprofit pricing, you must include your proof of 501(c)3 status along with the completed form on the following page.

° Small For-Profit is defined as a company that has an annual revenue below \$5M; Large For-Profit applies to companies with over \$5M in yearly revenue.





Sponsor & Vendor Opportunities Commitment Form

YES, I would like to be a Sponsor or Vendor for the 2014 Northern Virginia Pride Festival as stated herein.
My signature below signifies my commitment:

SIGNATURE: _____ DATE: _____

SPONSORSHIP/VENDOR OPPORTUNITIES:

- Leadership Sponsor: _____ \$15,000
- Platinum Sponsor: _____ \$7,500
- Gold Sponsor: _____ \$5,000
- Silver Sponsor: _____ \$4,000
- Bronze Sponsor: _____ \$2,000
- Partner: _____ \$1,500
- Contributor: _____ \$750

YOUR LOGO: Please provide NOVA Pride your logo for promotional materials when you return this completed form. Logos are preferred as EPS/AI/TIFF/PSD formats with all links included, and fonts outlined. Please also include a JPG or PNG file of your logo.

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TOTAL DUE \$: _____

Name: _____
 Title: _____
 Organization: _____
 Address: _____
 City, State or Province, Zip: _____
 Telephone: _____
 Fax: _____
 Email: _____
 Company Website URL: _____
 Company Description (25 words): _____

PAYMENT INFORMATION

My check (made payable to NOVA Pride) is enclosed: (U.S. Funds only)

CHECK #: _____ AMOUNT \$: _____

Please charge \$ _____ to my: AMEX Discover MC VISA

Card #: _____ Exp. Date: _____

Name on Card: _____ CID/CVV: _____

Signature: _____

Billing Address (if different than above):

Address: _____

City, State or Province, Zip: _____

THE FINE PRINT

Cancellation & Payment Policy: Authorized signature signifies commitment to pay for all opportunities as stipulated herein. All requests are final. Full payment must be received in order to receive benefits and recognition. NOVA Pride reserves the right to resell and/or reassign sponsorship(s) at its sole discretion for reservations that are not paid in full 60 days prior to the show date and/or advertising deadline. Refund requests received prior to August 1st will incur a \$50 processing fee. Requests received on or after August 1st will incur an additional 50% fee. No refunds will be permitted after September 15th.

Benefit Delivery: NOVA Pride's ability to deliver on certain elements of recognition and benefits including the conference program and signage are based on the date of commitment of your sponsorship opportunity. Please verify reservation deadlines when submitting your paperwork. It is best to add dates to your calendar as you will not necessarily be notified of production deadlines before they occur.

Marketplace: NOVA Pride does not provide additional security for our exhibit space. Each sponsor/vendor is responsible for storage of their materials.

ADA Regulations: In compliance with ADA regulations, NOVA Pride will take all reasonable steps to ensure that Americans with disabilities are given equal and reasonable opportunity to participate in the program offered by NOVA Pride. To better serve your needs, please contact our office at 703.506.2893 for special requests.

Your commitment indicates you agree to the terms and conditions as stated herein. Thank you for your support of NOVA Pride!

Please return this form to NOVA Pride via email to sponsor@novapride.org or vendor@novapride.org or fax at 703.506.3266. If you have questions, please contact marina@novapride.org.

