



August 14<sup>th</sup>, 2010  
Alton Baker Park  
12pm to 7pm

Greetings!

On behalf of Eugene/Springfield PRIDE we'd like to invite you to be part of our nineteenth annual celebration scheduled this year for August 14th at beautiful Alton Baker Park in downtown Eugene. PRIDE has experienced growth and new interest in recent years. Last year's event drew a record 3,500 participants and more than 50 local businesses, restaurants and organizations. We have even bigger plans for this year that will elevate PRIDE further as this area's premiere annual event for the gay, lesbian, bisexual, intersex, queer, and transgender communities and our allies.

As you'll see in this information kit, there are multiple ways for you and your organization to take part in PRIDE:

- As a SPONSOR, with all the opportunities for visibility and patronage that you might imagine;
- As a STAGE BANNER SPONSOR, giving your organization the opportunity to have their banner on the front skirt of our performance stage.;
- As a VENDOR, selling your wares or promoting your organization to a crowd we expect will exceed 3,800 this year (rates are available for both businesses and non-profit organizations);
- As a RAFFLE DONOR, providing goods or services that will entice our participants to try their luck for your prize;
- As a CONTRIBUTOR to our entry gift and information bags;
- As an ADVERTISER in our printed program or in our business directory, which many of our attendees tend to keep and refer back to long after the PRIDE event has concluded.

Sound exciting? We think so, too. We hope you'll spend a few minutes with the enclosed information and identify the opportunity that works best for you. If you have questions or need more information, contact information is available throughout these documents. You can also learn more about our event at <http://www.eugenepride.org>.

See you in August,

The Coordinating Committee  
Eugene/Springfield PRIDE

Enclosed you'll find all the information you'll need:

General PRIDE Information  
Booth Information  
Raffle Opportunities  
Sponsorships  
Program Advertising Rates and Sizes  
PRIDE 2010 Registration Form  
Terms and Conditions for PRIDE 2010 Vendor Registration



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## GENERAL INFORMATION

Welcome to our nineteenth annual PRIDE Day Celebration here in Lane County. We anticipate another wonderful year, and expect more than 3,800 people to attend this event.

Please note the new date this year ... PRIDE will be Saturday, August 14th, 2010.

We have 50 booth spaces available for community organizations and vendors. The park is open at 9am for set up (food vendors may request earlier setup times), and all booths must be ready for inspection by 11am. Please be prepared to carry your goods into the park as there is limited vehicle access. Break down begins at 7pm and all vendors should be packed and out of the park by 8pm.

This is our third year for PRIDE's very popular LGBTQI Business Directory. All vendors, non-profits, and sponsors participating in PRIDE with a booth or sponsorship will be prominently listed in the directory. In addition, we are listing other local businesses and organizations who sign up for this directory which is given to all festival attendees for their use throughout the year. This is an excellent way to advertise your business and show support for PRIDE even if you do not have a booth at the PRIDE event.

Vendors requesting a booth space will find detailed information on the next page. Also, please review the city regulations listed on the second page of the registration form. A Eugene Fire Marshal representative will be making an inspection on site and those vendors not in compliance will be asked to leave.

Anyone wishing to add an item to the entry gift bags must provide the items to us no later than August 1<sup>st</sup>, 2010. In addition, no vendor who is not at a minimum purchasing a business directory entry will be allowed to add items to our entry gift bags. Contact Jer at [event@eugenepride.org](mailto:event@eugenepride.org) for more information.

All registrations for vendors and business directory listings must be received by July 2nd, 2010. Registrations received after this date will, at our discretion, either be returned or if space is still available the vendor's fees will be double the listed amount.

*Please register as early as possible!*

Thank you for your support and help in making the 2010 event the best PRIDE Day yet!

Jer Megowan  
Vendor Coordinator  
541-513-1711  
[vendor@eugenepride.org](mailto:vendor@eugenepride.org)



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#### BOOTH INFORMATION

- All spaces are 10' x 10'. Vendors must provide their own booth, tables, chairs, etc. unless requested on the registration form.
- PRIDE Day is a public event. Set-up begins at 9am and must be completed by 11am for Fire Marshal inspection.
- Booths constructed of combustible materials, foam, wood (<2"x 4"), cloth and/or plastic tarps shall be flame resistant or coated with a flame retardant. Labels or documentation are required. Decorative materials shall also be flame resistant (excluding table cloths).\*\*The fire inspection checks for labels, if you are unsure about your set up please contact the Eugene Fire Marshal's office at (541) 682-5420\*\*
- Each booth shall have a portable fire extinguisher, the minimum size U. L. classification 2A-10BC. Extinguishers shall have a current service tag (serviced within last 12 months) and be visible and accessible in booth at all times.
- Food vendors with propane or other liquid gas product must keep these tanks a minimum of 10 feet away from their booth.
- Please contact the Eugene Fire and EMS Fire Prevention guidelines located in the Fire Marshal's office for more information and clarification of these regulations.
- All Vendors: Priority is given to vendors who register and pay early. You must be able show proof of insurance obtained for the day of the event. In most cases vendors will need to contact their primary insurance company and add coverage for the day of the event. Failure to show proof of insurance will forfeit your booth space fees and you will be asked to leave. An insurance waiver indemnifying PRIDE is also available for organizations unable to acquire insurance, please contact Jer at [vendor@eugenepride.org](mailto:vendor@eugenepride.org) for more information.
- Food Vendors: You **MUST** provide a copy of your 2010 County food service license by July 2nd, 2010 to obtain a space. Early setup is available on request.
- **\*\*Under no circumstances may any vendor dump ice on the grass at the park a designated area for dumping will be clearly identified by the Vendor Coordinator in advance. Any vendor violating this rule will be fined \$25 for clean-up and damage, this will be due and payable net 30 days.\*\***

#### PRIDE RAFFLE OPPORTUNITIES

We are looking forward to another great opportunity for you to market your organization at PRIDE 2010. Raffle donors will be announced on stage throughout the day and each time a raffle item is won. In addition, we also have the "Raffle Board" at the entrance booth where all raffle donors have listings in large print. This board sits at the entrance to the festival and last year over 3,500 people came through the entry! We also have a silent auction, please specify your preference for the general raffle or silent auction when submitting items.

To be a raffle donor, contact Frances at [raffle@eugenepride.org](mailto:raffle@eugenepride.org). Item pick up is available. You may also mail your item/certificate to us at:

PRIDE DAY Equality Project

ATTN Raffle

P.O. BOX 1321

Eugene OR 97440

Thanks again for your support of this important event.

Yours in PRIDE,

Raffle Coordinator

## SPONSOR INFORMATION

Sponsors of Eugene/Springfield PRIDE enjoy greater opportunities for visibility and attention than individuals and organizations at any other level of participation. All sponsors earn general benefits:

- Direct access to more than 3,500 attendees to promote your product, services or organization;
- Positive association with Eugene/Springfield's largest annual LGBTQI event;
- Links to your company from the Eugene/Springfield PRIDE website – <http://www.eugenepride.org>;

For information on becoming a sponsor at any of the levels noted below, please contact Jer at [sponsor@eugenepride.org](mailto:sponsor@eugenepride.org)  
Sponsor levels and their accompanying individual benefits are described below.

### **Festival Sponsor- \$5,000**

PRIDE's exclusive sponsor designation is available for only ONE individual, organization or business, first come, first serve. The Festival Sponsor enjoys these unique benefits

- Name and logo on all publicity associated with event marketing.
- Full color 3x5 foot banner with your organization's name and logo, displayed prominently on the main stage.
- Placement of complimentary booth next to the PRIDE Booth entrance.
- Front Cover ½ page space for organization name and logo recognized as festival sponsor
- Back Cover full page ad provided by organization.
- Recognition and 5 minutes on stage during opening ceremonies and Mayor's proclamation.
- Three 5 minute spots on the stage for organization to give their message/promote organization.
- Organization name and logo on all informational boards at festival.
- Recognition of organization throughout the event during stage announcements.
- Organization name and logo on the home page of the website announcing the festival sponsorship.

### **Main Stage Sponsor – \$1500**

PRIDE's Main Stage sponsor designation is available for only ONE individual, organization or business, first come, first serve. The Main Stage sponsor enjoys the following benefits:

- Name on all publicity associated with the event.
- Announcement of header act made possible by main stage sponsor.
- 3'X5' or less sized banner posted on the main stage under Festival Sponsor's banner.
- Announcements made throughout the event in recognition of your sponsorship.
- Introduction on stage; organization representative will have opportunity to offer brief remarks.
- All the benefits of Silver Triangle sponsorship with a full page ad in the program.

### **Rainbow Sponsor - \$850**

- Includes all the benefits of Silver Triangle sponsorship with an upgrade to a half page ad in the program and additional recognition of sponsorship during speaker or performance introduction.

### **Pink Triangle Sponsor - \$600**

- Includes all the benefits of Silver Triangle sponsorship with recognition of sponsorship during speaker or performance introduction and an upgrade to a quarter page ad in the program.

### **Silver Triangle Sponsor - \$350**

This level of sponsorship has specific benefits:

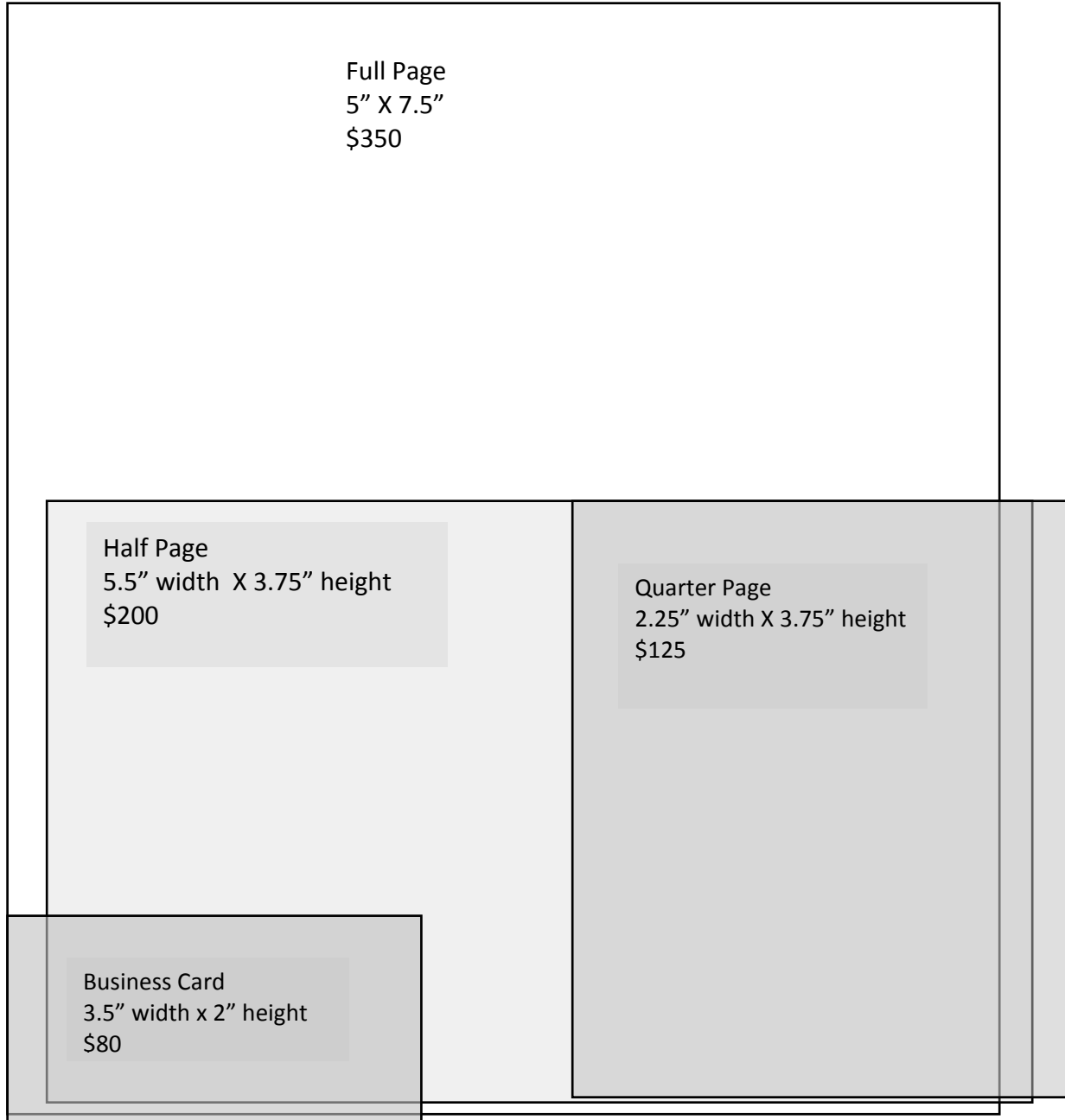
- Listing in PRIDE Business Directory.
- 10' X 10' booth space, with complimentary table and chairs, business-card sized ad in the program.
- Organization's logo and link listed on the PRIDE website

### **Stage Banner Sponsor - \$100**

This level of sponsorship allows only SIX individuals, organizations, or businesses the opportunity to have their banner hung on the main stage skirt. Payment must be received at least 14 calendar days before the event. Banners must be 3 feet by 5 feet or less and be submitted on the day of the PRIDE event by 10AM. If the banner is not received timely it will not be hung and you will forfeit your fee. To cancel you must email or phone the Sponsor Coordinator 7 calendar days before the event (no exceptions!) A waiting list will be made in case of cancellations, but does not guarantee a spot.

PRIDE PROGRAM ADVERTISING

Program size is 5.5" width by 8.5" height. Please send your images and copy to [event@eugenepride.org](mailto:event@eugenepride.org) by July 2nd, 2010. We accept jpg, gif, tif, and pdf. There is a fee if we must create your ad for you. Failure to meet the ad deadline may result in forfeiture of your fee. A proof will be provided to all vendors in the program by July 21<sup>st</sup>, all corrections must be received by return email no later than July 31<sup>st</sup>.





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**PRIDE 2010 Registration Form**

Business/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Phone: \_\_\_\_\_ Website (if any): \_\_\_\_\_

Contact person: \_\_\_\_\_ Email: \_\_\_\_\_

**Type of Registration (check one)**

- Business Booth \$85 \$ \_\_\_\_\_  
 Goods Sold \_\_\_\_\_
- Food Booth \$85 \$ \_\_\_\_\_  
 Food Sold \_\_\_\_\_
- Non-profit Organization Booth \$35 \$ \_\_\_\_\_
- Business Directory Listing Only \$50 \$ \_\_\_\_\_  
 (no booth, but to advertise and support PRIDE!)
- Table and Two Chairs with Booth \$17 \$ \_\_\_\_\_  
 (6' and 8' tables limited quantity)

**Advertise in PRIDE Program:**

- Full Page Ad \$350 \$ \_\_\_\_\_
- Half Page Ad \$200 \$ \_\_\_\_\_
- Quarter Page Ad \$125 \$ \_\_\_\_\_
- Business Card Ad \$80 \$ \_\_\_\_\_

**Yes! I want to participate as a Sponsor**

- Festival Sponsor \* \$5,000 \$ \_\_\_\_\_
- Main Stage Sponsor\* \$1,500 \$ \_\_\_\_\_
- Rainbow Sponsor \$850 \$ \_\_\_\_\_
- Pink Triangle Sponsor \$600 \$ \_\_\_\_\_
- Silver Triangle Sponsor \$350 \$ \_\_\_\_\_
- Stage Banner Sponsor\* \$100 \$ \_\_\_\_\_

\*Subject to availability

**Total: \$ \_\_\_\_\_**

**Build Your Directory Listing**

Which information from above would you like included in your 2010 Business Directory Listing?

- Address
- Phone
- Email
- Website
- Other...please contact me.



**Note:** This form is available online At [www.eugenepride.org](http://www.eugenepride.org) under vendors.

PRIDE will confirm all registrations and table requests.

Pay by Check/Money Order  
 Credit Card (please use online form)

**Please mail this form and payment to:**  
**PRIDE DAY Equality Project**  
**PO BOX 1321**  
**Eugene OR 97440**



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## **2010 TERMS AND CONDITIONS**

1. The 2010 Vendor Registration Kit is a contract with the Vendor and PRIDE Day Equality Project, Inc. (PRIDE). A "Vendor" is any organization participating in PRIDE regardless of non-profit status, type of merchandise, or method of participation.
2. Signing or submitting the registration binds the contract and provides a media release to PRIDE. It should be known that media does come to the event and is responsible for its own releases.
3. All vendors must provide proof of liability insurance, naming PRIDE Day Equality Project as additionally insured (or sign a waiver of liability available from the Vendor Coordinator).
4. **LIABILITY:** Vendor expressly agrees to indemnify and save and hold harmless PRIDE, its officers, agents, volunteers and employees from any and all claims for loss, damage, injury or liability of whatsoever nature and howsoever the same may be caused.
5. **RAIN, COLD, ETC.:** Vendor agrees that PRIDE and its staff will not be responsible for any loss caused by weather, or any other unforeseeable circumstances out of the control of PRIDE.
6. **LOST, STOLEN OR DAMAGED ITEMS:** Vendor agrees that PRIDE and its staff will not be responsible for any lost, stolen or damaged materials, merchandise and/or property.
7. PRIDE reserves the right to make changes at anytime and as deemed necessary by the Vendor Coordinator or any other staff.
8. **EXCLUSIVITY:** PRIDE does not guarantee to any vendor the exclusive right to sell any product. PRIDE does retain the exclusive right to sell certain products.
9. PRIDE requires each vendor to comply with City of Eugene Fire Code, Parks & Open Spaces Code, Oregon Anti-Discrimination Senate Bill 2, and the City of Eugene Human Rights Ordinance\*. Copies of the Fire Code and Parks & Open Spaces Code are available at their offices.
10. The PRIDE committee will operate under the direction of the Fire Marshal and Park & Open Spaces officials to ensure all vendors are in compliance. The decisions of these officials are final and may require corrective action or removal of vendor's booth from the site of the event. These decisions are not subject to arbitration.
11. The PRIDE committee retains the authority to deny any vendor registration at any time if it determines (by 2/3rds majority vote) that the vendor is not in compliance or acts in opposition of the Human Rights Ordinance. This includes the authority to require the vendor to leave at any time during the event, should a violation or information be made known to the committee members.
12. Should a disagreement with the decision of the PRIDE committee or Vendor Coordinator occur the vendor may write a statement to the committee, which will be considered at the next meeting. If the vendor disagrees with that decision, an arbitrator can be requested. The decision of the Arbitrator will be final. All fees associated with arbitration will be the responsibility of the party requesting arbitration. All arbitration will take place in Eugene, Oregon.
13. All checks or money orders that are returned by the bank are subject to an additional \$15 return fee. All amounts must be paid to participate in PRIDE.

\*The entire text of of the City of Eugene's Human Rights Code may be found at their website: <http://www.eugene-or.gov>  
In short, the findings are as follows: The city finds that discrimination on the basis of race, religion, color, sex, national origin, ethnicity, marital status, familial status, age, sexual orientation, source of income, and disability poses a substantial threat to the health, safety and general welfare of the citizens of Eugene, Oregon. The text of Oregon Senate Bill 2 can be found by Googling "Oregon Senate Bill 2 for 2009."