



2013

SPONSORSHIP KIT

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Show your colors **August 24.** A day of diversity starts **with you.**

Join us **Saturday, August 24th** 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.

The inaugural 2012 Cedar Valley Pridefest was a great success drawing in more than 2,500 people from 18 different states. Plus, we involved the whole community with more than 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, additional promotion, interesting vendors and exciting entertainment, our goal for 2013 is to double attendance and establish Cedar Valley Pridefest as one of Central and Eastern Iowa's must see events.

Thank you for your support,



PO Box 1435
Waterloo, IA 50704-1435

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

Like us on  [facebook.com/cedarvalleypride](https://www.facebook.com/cedarvalleypride)



Building a diverse community.

A recap of 2012 Cedar Valley Pridefest.



WHEN

Saturday, August 17
12:00 PM – 12:00 AM

ATTENDANCE

More than **2,500**
people attended.

FROM

California	Nebraska
Colorado	New Mexico
Florida	Nevada
Iowa	New York
Illinois	Oklahoma
Indiana	Pennsylvania
Michigan	Tennessee
Minnesota	Washington
Missouri	Wisconsin



SPONSORS, VENDORS & EXHIBITORS

- Sponsors (21)
- Vendors (10)
- Exhibitors (20)

TICKET PRICES

- Advance \$6
- Gate \$7



Sponsorship Levels

\$5,000 — Diamond

- Festival Naming Rights – Your name will be included into the Festival's Name for 2013
- Entry Banners (Two 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 advertisement in guide
- Logo prominently displayed on website
- Name incorporated into event logo
- Largest logo back shirt
- 20' x 10' booth at event
- Total of 25 free event passes

\$2,500 — Ruby

- Stage banner (4' x 10')
- Named in all ads/press releases
- Named in all event promotion activities (e.g. parades, other festivals)
- Inside front cover advertisement in guide
- Logo displayed on website
- Large logo back shirt
- 10' x 10' booth at event
- Total of 15 free event passes

\$1,000 — Emerald

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

\$500 — Sapphire

- Quarter page ad in event guide
- Named on website
- Small logo back shirt
- 10' x 10' booth at event
- Total of 7 free event passes

\$250 — Amethyst

- Name listed in guide
- Named on website
- Total of 5 free event passes

\$100 — Amber

- Name listed in guide
- Named on website
- Total of 2 free event passes



2012 Cedar Valley Pridefest t-shirts sold quickly for \$15 each!

You can help sponsor CVP personally, too.

Package Details:

- Sponsors are responsible for the production of their own materials and 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.

Publicity Details:

- Logos should be submitted to info@cedarvalleypride.com in EPS or PDF format for highest quality reproduction with your sponsorship form and payment.
- Advertisement artwork should be supplied as a 300 dpi PDF file to cvpridefest@gmail.com by June 30, 2012 for inclusion into the Guide. Specifications are printed in the rear of this document.

Custom Packages:

If you have a certain dollar amount or promotional opportunity that you'd like to include in your package, please contact us to create a custom sponsorship package.

Artwork 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*)

Submit your logo file to cvpridefest@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

Guide Advertisement Submissions

You should prepare your advertisement to fit the following specifications to produce correctly in the 2013 Cedar Valley Pridefest Guide.

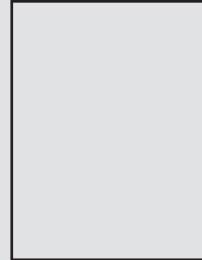
- EPS File – Encapsulated Post Script (preferred)
- PDF File – High-resolution, print-optimized, 300dpi

Bleed information:

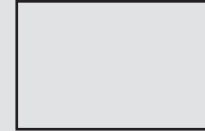
- Bleed Size: 6" x 9"
- Page Trim Size: 5.5" x 8.5"
- Live Area: 5" x 8" – Do not position text within .25" of any side for trim and binding variance.

Submit your ad file to cvpridefest@gmail.com.

Questions? E-mail us at the same address.



Full Page
5.5" x 8.5"



Half-Page
5.5" x 4.25"



Quarter-Page
2.75" x 4.25"

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. Please check ONE box indicating your level of sponsorship.

\$5,000 Diamond Level

\$500 Sapphire Level

\$2,500 Ruby Level

\$250 Amethyst Level

\$1,000 Emerald Level

\$100 Amber Level

Additional Sponsorship

In-kind sponsorship or other arrangement. (Please detail and attach.)

Please accept my general sponsorship of \$_____.

Publicity Information

Name as it should appear in Publicity:

Logo: Submitted Will Submit by June 15, 2013 (see guidelines)

Advertisement: Submitted Will Submit by June 30, 2013 (see guidelines)

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.

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 QUESTIONS CONTACT
cvpridefest@gmail.com

OUR PREMIER 2012 SPONSORS



STAGE SPONSOR

WATERLOO HOTEL MOTEL TAX



TRAVELWATERLOO.COM



UNITARIAN UNIVERSALIST
SOCIETY OF BLACKHAWK COUNTY



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