



web: www.midsouthpride.org
email: info@midsouthpride.org
telephone: 901-283-1116

address:
111 South Highland, Suite 322
Memphis TN 38111

SPONSORSHIP: 2011 Mid-South Pride

The Board of Directors of Mid-South Pride would like to take this opportunity to invite you to participate in the 2011 Mid-South Pride Festival and Parade. The date of the event is Saturday, October 15, 2011.

The annual Mid-South Pride Festival and Parade is the largest lesbian, gay, bisexual, and transgender (LGBT) event in the region. In 2010, over 5,000 people and 50 vendors participated in this cultural event held in Midtown Memphis.

For 2011, we are excited to be relocating the Festival to Downtown Memphis at the historic Robert Church Park (4th and Beale). The Parade will start in front of the FedEx Forum and proceed down Tennessee's #1 tourist attraction, Beale Street. By working closely with the Center City Commission, Beale Street Merchants Association, and Memphis Park Services, the 2011 Festival and Parade should be the largest Mid-South Pride in history.

Your participation will enhance the quality of life of your members, employees, families, and consumers. It also provides an opportunity to reach a brand-loyal consumer base. Some of the companies and government organizations that participated in 2010 included FedEx, Medtronic, Nike, Harrah's, State Farm, Starbucks, Dillard's, The Commercial Appeal, and Memphis Police Department.

There are several ways you can participate. Sponsor opportunities range from \$20 to over \$5,000 with escalating benefits. For as little as \$75 (\$50 for non-profits), your organization can place a booth in the Festival. Participation in the Parade costs as little as \$40. Mid-South Pride also makes trade agreements for goods or services in exchange for credit towards Sponsorships.

If you are interested in participating in the 2011 Mid-South Pride Festival and Parade, email us at info@midsouthpride.org. For additional information, visit our website at www.midsouthpride.org. We are also on Facebook and Twitter as "Mid-South Pride".

Thank you for your kindness and support,

The Board of Directors of Mid-South Pride



web: www.midsouthpride.org
email: info@midsouthpride.org
telephone: 901-283-1116

address:
111 South Highland, Suite 322
Memphis TN 38111

Sponsorship Levels

Family Sponsorship — \$20 to \$50

- ▼ Listed in the Friend of Pride section of the 2011 Pride Guide
- ▼ Listed as a Friend of Pride on the Mid-South Pride web site

Rainbow Sponsorship — \$100

- ▼ Recognized as a Friend of Pride in all publicity
- ▼ Listed in the Friend of Pride section of the 2011 Pride Guide
- ▼ Listed as a Friend of Pride on the Mid-South Pride web site

Copper Sponsorship — \$250

- ▼ Recognized as a Friend of Pride in all publicity
- ▼ Listed in the Friend of Pride section of the 2011 Pride Guide
- ▼ Listed as a Friend of Pride on the Mid-South Pride web site
- ▼ Complimentary booth space at the Pride Festival 2011

Bronze Sponsorship — \$500

- ▼ Complimentary booth space at the Pride Festival 2011
- ▼ Official Partner Recognition on all Pride 2011 promotional material and web site
- ▼ Logo placement and link to your web site on Mid-South Pride's site for one year
- ▼ One banner that your company provides will be displayed at the festival (up to 3' x 3')

Silver Sponsorship — \$1,000

- ▼ Complimentary booth space at the Pride Festival 2011
- ▼ Official Partner Recognition on all Pride 2011 promotional materials and web sites
- ▼ Quarter-page ad in the 2011 Pride Guide
- ▼ Larger logo placement and link to your web site on Mid-South Pride's site for one year
- ▼ We will display one stage banner (up to 4' x 4') and one additional banner elsewhere at the festival, both provided by your company

Gold Sponsorship — \$2,500

- ▼ Complimentary booth space at the Pride Festival 2011
- ▼ Complimentary entry for group in 2011 Parade
- ▼ Official Partner Recognition on all Pride 2011 promotional material and web site
- ▼ Half-page ad in the 2011 Pride Guide
- ▼ Prime logo placement on all printed materials for Pride 2011
- ▼ Second largest logo placement and link to your web site on Mid-South Pride's site for one year
- ▼ One 5' X 5' banner produced by MSP with your logo displayed onstage throughout the festival events program and two additional banners displayed elsewhere at the festival

Platinum Sponsorship — \$5,000 or more

- ▼ Complimentary booth space at the Pride Festival 2011
- ▼ Complimentary entry for group in 2011 Parade
- ▼ Official Partner Recognition on all Pride 2011 promotional material and web site
- ▼ **Full-page ad** in the 2011 Pride Guide
- ▼ **Prime logo placement** on all printed materials for Pride 2011
- ▼ **Largest logo placement and link to your web site** on Mid-South Pride's site for one year
- ▼ One 6' X 6' banner produced by MSP with your logo displayed onstage throughout the festival events program and three additional banners (5'x5') displayed elsewhere at the festival



web: www.midsouthpride.org
email: info@midsouthpride.org
telephone: 901-283-1116

address:
111 South Highland, Suite 322
Memphis TN 38111

Sponsorship Form

Business Name:

Contact Name:

Business Address:

City, State, ZIP:

Business Phone:

Contact Phone:

Fax Number:

Web Site:

Email:

Business Type

- Retail
- Restaurant
- Bar/Nightclub
- Service
- Legal
- Non-Profit
- Adult
- Other—Please Specify:

Sponsorship Level:

- Rainbow—\$100
- Copper—\$250
- Bronze—\$500
- Silver—\$1,000
- Gold—\$2,500
- Platinum—\$5,000

Payment Method:

- Check
- Money Order
- PayPal
- Credit Card

Artwork/Banner Included?

- Yes
- No

Please choose one of the following:

- I would like to me or my company listed on any Mid-South Pride promotional materials, press releases and web site as permitted by my sponsorship level.
- I do not want myself or my company to be listed in **ANY** materials or web site published by Mid-South Pride.



web: www.midsouthpride.org
email: info@midsouthpride.org
telephone: 901-283-1116

address:
111 South Highland, Suite 322
Memphis TN 38111

Payment Form

Payments may be made in full or in installments. We accept check, money order, and credit card by mail. Pay via PayPal by visiting our web site and clicking on the Donate link. Please select your payment option and complete the form below.

I will make a single payment by:

Check or money order — please enclose with sponsorship agreement)

Credit card or PayPal — fill out credit card information or print PayPal confirmation below:

I will make multiple payments as indicated below:

Number of payments	Payment Type	Start Month	Charge Date	Frequency of Payments	Payment Amount
	<input type="radio"/> Check or money order		<input type="radio"/> 15th	<input type="radio"/> Monthly	
	<input type="radio"/> Credit Card				\$ _____
	<input type="radio"/> PayPal		<input type="radio"/> 30th	<input type="radio"/> Quarterly	

Credit Card Information:

Name on credit card:

Visa

Company name:

MasterCard

Billing address:

American Express

City, State, ZIP:

Discover

Credit card number:

Expiration date:

CVV2:

Mid-South Pride would like to assure you that we will NOT duplicate or release your credit card or other information to ANYONE. Your information will be kept secure.

I agree that Mid-South Pride may charge my card as indicated above:

Sign: _____

Date: _____

The below signed individual states that they are the legal owner or representative for the business as listed in this agreement, and that they are authorized to enter into this sponsorship contract with Mid-South Pride. My signature grants MSP the rights to use the enclosed business logo in advertising or banners as indicated by the selected sponsorship level:

Signature: _____

Date: _____

Printed name: _____