



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

address:
111 South Highland, Suite 322
Memphis TN 38111

VENDOR / BOOTH: 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 2011, 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 2011 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



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Please read and understand the following terms and conditions before proceeding with your application:

By signing this agreement for the 2011 Mid-South Pride Festival, the undersigned Pride Market vendor ("Vendor") agrees to be bound by each and every term set forth herein and the terms and representations set forth in the Pride Market Application, which is incorporated herein by reference as though fully set forth. If the Vendor violates any term of this agreement, Mid-South Pride ("MSP") and/or the authorized agents of MSP may within their sole discretion and at any time (1) terminate this agreement, (2) require Vendor, immediately upon notice of violation of this agreement, to cease operations and vacate the premises, and (3) forfeit any and all fees paid to MSP for the right and privilege of participating in the Pride Market of the 2011 Mid-South Pride Festival. This agreement represents the entire agreement between MSP and the Vendor and may not be amended without the mutual consent of both parties set forth in writing and signed by authorized representatives of MSP and the Vendor.

1. MSP agrees to provide each Vendor of the 2011 Mid-South Pride Festival with a ten foot by ten foot assigned space. Vendor is responsible to provide a tent if they choose and furniture is available for rental if desired (one table and two chairs for \$10).
2. Vendor agrees to obey all rules and instructions as directed by the Pride Festival Director during the festival weekend. Any failure to strictly adhere to such rules or instructions may result in the immediate termination of this agreement and immediate forfeiture of any and all fees paid to MSP.
3. Vendor hereby acknowledges its liability, and agrees to compensate MSP, for any damage(s) caused by, including but not limited to, its representatives, agents, employees, volunteers, members, vehicles, equipment, materials and objects to the environs and infrastructure of Peabody Park which causes MSP to pay for repair, replacement, or other remuneration to the Memphis Parks Department and/or Memphis-Shelby County Metropolitan Government for such damage to the environs or infrastructure of Peabody Park.
4. As a courtesy to other vendors and festival participants, any amplified sound or loud noise from Vendor's space is prohibited.
5. Only MSP and those individuals or groups which have signed Food Vendor Agreements shall be permitted to serve, sell or in any way provide beverages, including water, or food at any site or operation of the 2011 Mid-South Pride Festival. Violation of this provision and/or any portion of the health code are grounds for immediate expulsion from the festival grounds.
6. Vendor shall not display, offer for view or sale any illegal or contraband items. The laws of the State of Tennessee and local ordinances of the Metropolitan Government of Memphis-Shelby County shall control. Vendors shall not display, offer for view or sale any items that are unlicensed and/or copies/interpretations of licensed or registered items at any site or operation of the 2011 Mid-South Pride Festival.
7. Vendor understands and agrees that the Mid-South Pride Festival 2011 is intended to be, and at all times shall be, a family-friendly event. Therefore, Vendor shall not openly display any materials that are obscene, sexually explicit, pornographic or indecent. Such materials, if not in violation of any local, state or federal law, may be present in a Vendor's space if and only if such materials are shielded from the view of persons outside the space and the Vendor posts sufficient signage to warn those entering the space that such materials are located therein.



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8. Vendor shall not display, offer for view, take orders for or sell any items that are imprinted, emblazoned or marked in any manner with any or all of the following words or phrases without the express written consent of MSP: Mid-South Pride 2011 or any version of the 2011 Mid-South Pride Logo or Theme. Vendor shall not offer phrases, logos or artwork which closely approximate these words or phrases without the express written consent of MSP.
9. Vendor shall not sublet its space without the express written consent of MSP. MSP permits each space to be utilized by no more than two (2) organizations.
10. Vendor acknowledges and understands that it is their solely responsible for the collection of any sales or use taxes and shall in no way hold MSP or its representatives responsible for any type of permits other than for the festival itself.
11. Refund Policy: A 50% refund will be given in response to a written request received by MSP by September 1, 2011 if and only if the space can be filled from an approved waiting list. No refunds will be given for any request received by MSP after September 1, 2011. No refunds shall be given due to cancellation or interruption of the festival for reasons beyond the control of MSP. These reasons include, but are not limited to weather, acts of God, acts of terrorism, or governmental intervention.
12. MSP and the Metropolitan Government of Memphis- Shelby County accept no responsibility for items left overnight. Vendor is solely responsible for the security for all its items at the festival location at all times.
13. MSP makes no representation or guarantees towards actual festival attendance.
14. Vendor understands that MSP has no control over weather, acts of God, acts of terrorism, or governmental

Organization Name:

Contact Name:

Address:

City, State, ZIP:

Phone Number:

Fax Number:

Web Site:

Email:

Please describe the nature of your business:

What, if any, items will you offer for sale:



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Space and Equipment Fees

	Non-Profit	Organization	Vendor
10' x 10' Exhibit Space	\$50	\$75	\$100
Electrical Connection	\$55	\$75	\$75
Rental of Table and Two Chairs	\$10		
Late Fee (after October 1)	\$10		

Total amount enclosed: _____

Please circle each item above that is a part of your total.

Please select your payment method: Check or money order PayPal (write confirmation number) _____

If using PayPal, please include the name on the credit card from which you made payment.

Contact Name line above so that we can match your payment to your vendor agreement. _____

- ▼ Upon acceptance, MSP will send written/emailed confirmation by October 1, 2011.
- ▼ MSP Festival hours are from 10:00 AM to 6:00 PM, October 15, 2011.
- ▼ Only MSP and those individuals or groups which have signed Food Vendor Agreements shall be permitted to serve, sell, or in any way provide beverages (including water) or food at any site or operation of the 2011 MSP Festival.
- ▼ Vehicles are allowed in the festival for load in only from 8:00 AM to 10:00 AM and from 6:00 PM to 8:00 PM for load out. MSP does NOT provide parking at the festival.
- ▼ Booth breakdown is not to start before 6:00 PM.
- ▼ MSP, Memphis city government, and Shelby county accept no responsibility for items left overnight.

In order to process this application, the Vendor must sign and date this agreement. Any application received without the application signed will be returned without processing. No application is complete without payment. A \$25 fee will be charged for any check that is returned to MSP for any reason. The deadline for receiving applications is October 11, 2011. Acting in its sole discretion, MSP reserves the right to reject any application for any reason. Please make all checks out to Mid-South Pride.

This agreement has been read, understood and entered into freely, voluntarily and absent of duress by the parties signed below. This agreement shall become effective upon execution by both the participant and MSP.

Signature: _____

Date: _____

Printed name: _____

For Mid-South Pride

Signature of Festival Director: _____

Date: _____