



mid-south PRIDE

UNITY • DIVERSITY • EQUALITY

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111 South Highland,
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SPONSORSHIP 8th Annual Mid-South Pride Festival 2011

Dear Friends,

On behalf of the Board of Directors, the 2011 Mid-South Pride Festival Committee, and our dedicated volunteers, we would like to take this opportunity to officially invite you or your company to participate as a sponsor of the **2011 Mid-South Pride Festival**. This year's festival and parade will be held on **Saturday, October 15th**.

The Pride Festival is the single largest LGBT gathering in the Mid-South, and it gives us all the chance to express who we are to each other and to everyone in the Mid-South. Our goal is to promote self-esteem and pride in members of the LGBT community on a personal level as well as foster understanding and acceptance in the community as a whole. Local pioneers for LGBT equality know what we all know: that LGBT people are a diverse group of humans with power, resources, and dignity, and a group whom it is unjust and perilous to ignore.

In just eight years, we have grown Mid-South Pride attendance from less than 500 people to well over 5,000. The Festival is the second largest Pride festival in the state of Tennessee, and the **only** Pride festival in the Mid-South region, which covers Eastern Arkansas, Northern Mississippi, Western Tennessee, and the Missouri Bootheel. Through sponsorship, you or your company aid us in all charitable activities that support LGBT equality in the Mid-South region and its communities. The 2011 Pride Festival benefits your company by enhancing quality of life for your employees and their families, while giving your company the opportunity to reach an exclusive, influential and thoughtful consumer base. Consider the following marketing statistics from the Human Rights Campaign:

- ▼ 88% of LGBT adults and 70% of non-LGBT adults are likely to consider a brand that supports employment equality
- ▼ 58% of LGBT adults are more likely to purchase products and services from companies that market directly to them
- ▼ 62% of non-LGBT adults disregard direct LGBT marketing in their purchasing decisions — losing customers through sponsorship is not likely
- ▼ The total buying power of LGBT adults was projected at \$712 billion in 2008, and is expected to **exceed \$835 billion this year**

The most important goal of Mid-South Pride, and the one that has most aided our success, has been our unwavering desire for inclusion; we encourage support and participation regardless of race, sex, gender identification, sexual orientation, religion, ethnicity, age, or disability. Our festival is a fun-filled, family event, we are free and open to the public, and we welcome **all** family members. Mid-South Pride is dedicated to promoting diversity and acceptance both inside and outside of the LGBT community. After all, no matter our differences, we must all work together to accomplish our shared dreams.

The **2011 Mid-South Pride Festival** is made possible by the interest, consideration, and support of responsible corporate citizens and individuals like you. Charitable contributions, alongside MSP's fundraising events, are what allow us to provide the Mid-South with an inclusive and diverse celebration. There are many ways you can get involved to help promote equality: you can volunteer, you can donate, or you can become a supportive sponsor at whatever level you wish by completing the following form. Mid-South Pride is a registered non-profit organization with the state of Tennessee and all sponsorship opportunities are tax-deductible charitable contributions as allowed by law.

Please, consider sponsorship and stand with us in Unity, Diversity, and Equality. Home is where you make it.

Thank you for your kindness and support,

The Board of Directors of Mid-South Pride, Inc.



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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



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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:

- Family—\$20 to \$50
- 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.



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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.**

web: www.midsouthpride.org
email: info@midsouthpride.org
telephone: 901-283-1116
fax: 901-869-2336

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="checkbox"/> Check or money order <input type="checkbox"/> Credit Card <input type="checkbox"/> PayPal		<input type="checkbox"/> 15th <input type="checkbox"/> 30th	<input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly	\$ _____

Credit Card Information:

- Visa
- MasterCard
- American Express
- Discover
- Name on credit card: _____
- Company name: _____
- Billing address: _____
- City, State, ZIP: _____
- 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: _____