



LAS VEGAS PRIDE PETS



2011 Sponsorship Packages



Welcome!

From the organization that brings you Nevada's largest Lesbian, Gay, Bi-Sexual, and Transgender Event, Las Vegas Pride is proud to present the inaugural Las Vegas Pride Pets Festival.

From diamond-studded collars to special kitty sleigh beds, LGBTs treat Pets like royalty. In the LGBT community Pets are our children, and we love to spoil our children! In fact 90 percent of LGBT pet owners say their pet is a member of their family, and two thirds have bought their pets presents for holidays and special occasions. Also 71 percent of the LGBT community own pets, compared with 63 percent of heterosexuals.

This new event will give you another opportunity to reach the extremely "brand loyal" LGBT community and give a special emphasis on businesses geared toward our Pets and their own-ers.

As Pet owners we are excited to give you this opportunity to join us as we celebrate our Pets and the joy they bring to our lives. Pride Pets will be held at Sunset Park on April 30, 2011 from 12:00pm to 6:00pm.

Become a sponsor today to enjoy the benefits of our fully integrated sponsorship packages. Receive guaranteed visibility in local, and regional print advertising as well as a presence at the PRIDE PET Festival.

Please consider this proposal as an outline. We are proactive about developing and tailoring sponsorship opportunities that can help meet your goals for marketing, public relations and community outreach.

We look forward to answering any of the questions you may have regarding potential partnership.

Matthew Cox

Sponsorship Committee Co-Chair
702.501.4144
sponsors@lasvegaspride.org

Ernie Yuen

Sponsorship Committee Co-Chair
702.290.3583
sponsors@lasvegaspride.org



Sponsorship Levels



Presenting Sponsor - Best In Show \$15,000+

- ΨΨ Logo placement on applicable regional/local magazine ads* not previously purchased, posters/banners, e-mail blasts, and PRIDE PET web site.
- Ψμ Listing as Presenting Sponsor - Best in Show in press releases and logo placement on sponsor banner placed at entrance to PRIDE PET EVENT.
- ΨΨ Two 10' x 10' booths (adjacent or separated) at the PRIDE PET Festival (includes two tables, four chairs & electricity).
- ΨΨ Hourly acknowledgement of your sponsorship by main stage hosts.
- ΨΨ 35 complimentary admission tickets to the PRIDE PET Festival.

Top Dog Sponsorship \$10,000+

- 🐾 Logo placement on applicable regional/local magazine ads* not previously purchased, posters/banners, e-mail blasts, and PRIDE PET web site.
- 🐾 Listing as Top Dog sponsor in press releases and logo placement on sponsor banner placed at entrance to PRIDE PET EVENT.
- 🐾 Two 10' x 10' booths (adjacent or separated) at the PRIDE PET Festival (includes two tables, four chairs & electricity).
- 🐾 Hourly acknowledgement of your sponsorship by main stage hosts.
- 🐾 25 complimentary admission tickets to the PRIDE PET Festival.

**Please Note: Only sponsor commitments made by March 15, 2011 carry guaranteed inclusion in applicable regional advertising – per sponsor benefits.*



Sponsorship Levels



Fat Cat Sponsorship

\$5,000+

- ✿ Logo placement on applicable regional/local magazine ads* not previously purchased, posters/banners, e-mail blasts, and PRIDE PET web site.
- ✿ Listing as Fat Cat Sponsor in press releases and logo placement on sponsor banner placed at entrance to PRIDE PET EVENT.
- ✿ 10' x 10' booth at the PRIDE PET Festival (includes two tables, four chairs & electricity).
- ✿ Hourly acknowledgement of your sponsorship by main stage hosts.
- ✿ 20 complimentary admission tickets to the PRIDE PET Festival.

Blue Ribbon Sponsorship

\$2,500+

- Logo placement on applicable regional/local magazine ads* not previously purchased, posters/banners, e-mail blasts, and PRIDE PET web site.
- Listing as Blue Ribbon sponsor in press releases and logo placement on sponsor banner placed at entrance to PRIDE PET EVENT.
- 10' x 10' booth at the PRIDE PET Festival (includes two tables, four chairs & electricity).
- Hourly acknowledgement of your sponsorship by main stage hosts.
- 15 complimentary admission tickets to the PRIDE PET Festival.

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Sponsorship Levels



Red Ribbon Sponsorship \$1,000+

- Logo placement on applicable regional/local magazine ads* not previously purchased, posters/banners, e-mail blasts, and PRIDE PET web site.
- Listing as Red Ribbon Sponsor in press releases and logo placement on sponsor banner placed at entrance to PRIDE PET EVENT.
- 10' x 10' booth at the PRIDE PET Festival (includes one table, two chairs).
- Hourly acknowledgement of your sponsorship by main stage hosts.
- 10 complimentary admission tickets to the PRIDE PET Festival.

White Ribbon Sponsorship \$500+

- Logo placement on applicable regional/local magazine ads* not previously purchased, posters/banners, e-mail blasts, and PRIDE PET web site.
- Listing as White Ribbon sponsor in press releases and logo placement on sponsor banner placed at entrance to PRIDE PET EVENT.
- 10' x 10' booth at the PRIDE PET Festival (includes one table, two chairs).
- Hourly acknowledgement of your sponsorship by main stage hosts.
- 5 complimentary admission tickets to the PRIDE PET Festival.

**Please Note: Only sponsor commitments made by March 15, 2011 carry guaranteed inclusion in applicable regional advertising – per sponsor benefits.*





Sponsorship Deadlines

Completed Sponsorship Agreement and complete Sponsorship must be postmarked no later than March 15, 2011.

Please make checks payable to SNAPI.

Send Agreement and Sponsorship to:
4001 S. Decatur Blvd. #37-540 Las Vegas, NV 89103-5800

Logos in PDF or EPS format should be sent to sponsors@lasvegaspride.org as soon as possible, but no later than March 15, 2011.

Company Banners should be available for pick up or delivery by April 22, 2011. A special rate of \$4 per square foot has been established for the printing of sponsor festival banners on heavy-duty outdoor vinyl by Big Ideas Printing. If you wish to take advantage of this special rate, please contact Big Ideas Printing at (702)253-5003.

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For more information, or to secure your sponsorship level, please contact:

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