



FAMOUSLY HOT
SOUTH CAROLINA
PRIDE!

2019
FESTIVAL & PARADE
SPONSORSHIP AGREEMENT
TERMS & CONDITIONS



To the marketing & sponsorship committee of Verizon,

South Carolina Pride Movement (the only Famously Hot event targeted at celebrating LGBT individuals and their allies) is seeking sponsorship from Verizon as our first and best mobile carrier partner, requesting a cash donation of \$10,000 to become our official Parade Sponsor. Your GLOBE members have marched in our parade, and we think becoming the Parade Sponsor is the perfect way to show your commitment to LGBT citizens of South Carolina. Of course, if any other sponsorship levels seem to be a better fit, we welcome Verizon as a partner in whatever capacity you think makes the most impact to South Carolina.

We are excited about the possibility of partnering with you to further our mutual missions of enhancing and celebrating the lives of LGBT South Carolinians—many of whom are your customers and employees. We know that Verizon guides employees on how to reinforce an inclusive workplace culture that helps meet the needs of your diverse customer base. As your credo states, “We embrace diversity and personal development not only because it’s the right thing to do, but also because it’s smart business.”

Your donation would not only help improve the organization overall by adding your strength to ours, but would go directly to outreach to smaller organizations who would bolster our Parade, increase exposure to the festival, and help create more fulfilling lives for LGBT-minded South Carolinians. (Page 3 of this document outlines the perks we offer for this level of sponsorship.) Sponsorship dollars go directly into the general operating budget for the South Carolina Pride Movement, paying for marketing, entertainment, staging, and more. Your organization can help us reach greater heights while exposing you to a very strong demographic of supporters who truly rally around those who support them. Visibility among LGBT in our state can only help strengthen your outreach.

In 2012, SC Pride took a bold step and moved to Main Street for our Pride Festival, heralding a new era of growth and exposure for the LGBT Community in South Carolina. This change led to a giant leap in attendance, from 8000 the previous year to more than 15,000. Since, SC Pride has only grown in great numbers, surpassing expectations each year. In 2017, we had more than 75,000 attendees at our parade and festival. We remain the longest-running Pride event in South Carolina (now in our 29th year) and one of the largest festivals in Columbia, our state’s capital.

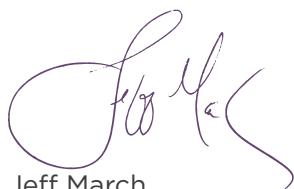
2019 awaits us and we are looking forward to greater expansion for the organization, but also branching out with new developments within the organization to further the education and advocacy for the community.

We are seeking corporate sponsors to help advance not only our reach, but yours as well. As you know, including LGBT diversity in your community outreach is invaluable to your organization, as studies and polls show support of LGBT individuals and rights is on the rise in America.

SC Pride Movement is a varied organization. We give to many statewide LGBT organizations in the way of sponsorship, donations and support. And of course, we still have our fabulous parties and fund-raisers throughout the year, designed to be open to everyone, no matter their creed, orientation or religion! But the strength of our organization comes from strong ties to the community and its organizations—like Verizon.

We invite you to become a part of the SC Pride 2018 as the Parade Sponsor, and help show South Carolina just what it means to have Pride in our State! We appreciate Verizon taking an interest in helping our mission to enhance the lives of LGBT people across the State. Please feel free to contact me (jeff@scpride.org) if you require any further information or have any questions concerning this proposal.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jeff March".

Jeff March
President, SC Pride Movement
jeff@scpride.org

PRESENTING SPONSOR \$20,000+ or \$25,000+ in-kind

- ✓ Priority Recognition as Festival Presenting Sponsor with Logo on Main Stage in front of more than 50,000 attendees
- ✓ Priority Logo Placement on SC Pride Website from time of sponsorship
- ✓ Priority Logo Placement on SC Pride Guides/Posters
- ✓ Priority Logo Placement on SC Pride Mail Marketing
- ✓ Priority Logo Placement on SC Pride Parade Sponsor Banner
- ✓ 2 Seats on the Pride Action Board**
- ✓ Sponsor Billing on Press Releases
- ✓ Free SC Pride Parade Float Rental
- ✓ Prime Location in SC Pride Parade
- ✓ Banner Space in Festival
- ✓ 4 Free Vendor Spaces in Festival, including Electricity
- ✓ 4 Pride Passes good for no-cover access to all Pride Events
- ✓ 10 Complimentary Ultra VIP Tickets good for day of Festival

PARADE SPONSOR \$10,000-\$19,999 or \$15,000-\$24,999 in-kind

- ✓ Recognition as Parade Sponsor
- ✓ Logo Placement on SC Pride Website from time of sponsorship
- ✓ Logo Placement on SC Pride Guides/Posters
- ✓ Logo Placement on SC Pride Mail Marketing
- ✓ Priority Logo Placement on SC Pride Parade Sponsor Banner
- ✓ Sponsor Billing on Press Releases
- ✓ Free SC Pride Parade Float Rental
- ✓ Banner Space in Festival
- ✓ 3 Free Vendor Spaces in Festival, including Electricity
- ✓ 2 Pride Passes good for no-cover access to all Pride Events
- ✓ 8 Complimentary Ultra VIP Tickets good for day of Festival

PLATINUM

**\$7,000-\$9,999 or
\$10,000-\$14,999 in-kind**

- ✓ Logo Placement on SC Pride Website from time of sponsorship
- ✓ Logo Placement on SC Pride Guides/Posters
- ✓ Logo Placement on SC Pride Mail Marketing
- ✓ Logo Placement on SC Pride Parade Sponsor Banner
- ✓ 1 Seat on the Pride Action Board**
- ✓ Free SC Pride Parade Float Rental
- ✓ Banner Space in Festival
- ✓ 2 Free Vendor Spaces in Festival
- ✓ 6 Complimentary Ultra VIP Tickets good for day of Festival

GOLD

**\$5,000-\$6,999 or
\$7,500-\$9,999 in-kind**

- ✓ Logo Placement on SC Pride Website from time of sponsorship
- ✓ Logo Placement on SC Pride Guides/Posters
- ✓ Logo Placement on SC Pride Mail Marketing
- ✓ Logo Placement on SC Pride Parade Sponsor Banner
- ✓ Half-off SC Pride Parade Float Rental
- ✓ Banner Space in Festival
- ✓ 1 Free Vendor Spaces in Festival
- ✓ 4 Complimentary Ultra VIP Tickets good for day of Festival

SILVER

**\$3,000-\$4,999 or
\$4,500-\$7,499 in-kind**

- ✓ Logo Placement on SC Pride Website from time of sponsorship
- ✓ Logo Placement on SC Pride Guides/Posters as space permits
- ✓ Logo Placement on SC Pride Parade Sponsor Banner
- ✓ Half-off SC Pride Parade Float Rental
- ✓ Banner Space in Festival
- ✓ 1 Free Vendor Spaces in Festival
- ✓ 2 Complimentary Ultra VIP Tickets good for day of Festival

BRONZE

**\$1,000-\$2,999 or
\$1,500-\$4,499 in-kind**

- ✓ Logo Placement on SC Pride Website from time of sponsorship
- ✓ Logo Placement on SC Pride Guides/Posters as space permits
- ✓ Logo Placement on SC Pride Parade Sponsor Banner
- ✓ 1/2 Off Vendor Spaces in Festival
- ✓ 1 Complimentary Ultra VIP Tickets good for day of Festival



SPONSORSHIP AGREEMENT TERMS & CONDITIONS

BENEFIT DEFINITIONS & DETAILS

LOGOS: your organization logo must be provided in camera-ready art form for both web and print publications. See Sponsorship Levels for more information.

PRIDE GUIDE/POSTER: Annual publication produced exclusively for SC Pride and distributed throughout South Carolina, Georgia and North Carolina.

SPONSORSHIP: SC Pride will furnish Sponsor with the sponsorship rights and amenities for the 2018 SC Pride Festival according to the Sponsorship Level selected and paid for by Sponsor.

TERM

The term of this Sponsorship Agreement begins on the later of the date signed or the date payment is received and accepted, and terminates upon the conclusion of the 2019 SC Pride Festival on Sunday, October 6, 2019.

PAYMENT

Invoices will be issued at the time completed applications are received. Sponsor will pay the agreed upon rate (less the value of any in-kind contribution) within thirty (30) days of receipt of an invoice from SC Pride. All payments must be received before any benefits (i.e., banners, print media, on-site space) can be conveyed, unless otherwise waived by SC Pride.

TRADEMARKS & COPYRIGHTS

USE OF EVENT MARKS SC Pride grants Sponsor, during the Term and for 30 calendar days thereafter, a non-exclusive license to use "2019 SC Pride Festival" and its variations in the same form they are provided by SC Pride (the "Event Marks") in connection with the Sponsor's 2019 SC Pride Festival activities in a manner consistent with SC Pride's guidelines for use of the Event Marks, this Sponsorship Agreement, and the Sponsor's Sponsorship Level. Sponsor will comply with SC Pride's reasonable requests regarding the use of the Event Marks.

USE OF SPONSOR MARKS Sponsor grants to SC Pride a non-exclusive, royalty-free license to use the Sponsor marks in camera-ready format (the "Sponsor Marks"): (i) during the Term in connection with SC Pride's promotional and publicity activities, including print, video, and electronic materials, for 2018 SC Pride; and (ii) after the Term in reference to Sponsor's sponsorship of the 2019 SC Pride Festival.

LIABILITY

Neither SC Pride nor its representatives will be responsible for any injury, loss, harm or damage that may occur to the Sponsor from any cause whatsoever. Under no circumstances will SC Pride be liable for lost profits or other special or consequential damage. The foregoing will apply regardless of how any claim is brought or how damages are characterized, including whether brought in contract, tort or otherwise.

EVENT CONTENTS

Sponsor may photograph or otherwise record its presence at the 2019 SC Pride Festival, but will not otherwise record or reproduce any portion of the 2019 SC Pride Festival, including the marks or presence of other sponsors, the entertainment, or the attendees, in any format, without SC Pride's prior written consent. Sponsor's actions to photograph or otherwise record its presence will take place only in the public access areas of the 2019 SC Pride Festival and may not interfere with the normal operations of the event.

RESCHEDULE OR CANCELLATION

The 2019 SC Pride Parade is scheduled to take place on October 4, 2019, and the Festival is scheduled to take place on October 5, 2019. SC Pride reserves the right to reschedule or cancel the 2019 SC Pride Festival or any individual events comprising it if necessary for any reason, including: (i) weather; (ii) failure to receive commitments from the necessary number of sponsors; (iii) failure to reach agreement with the applicable authorities on any issue related to the 2019 SC Pride Festival; or (iv) acts of God or any other cause beyond SC Pride's reasonable control, e.g. war, fire, strike, change of law or regulation, public catastrophe. If the SC Pride Festival and Parade are canceled in whole, SC Pride will issue refunds at pro-rata amounts of the total sponsorship fees received less the expenses incurred by SC Pride. No further refunds or other amounts will be due from SC Pride for any reason. In no case will the amount of refund to a Sponsor exceed the amount of the sponsorship fee actually paid.

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SPONSORSHIP AGREEMENT TERMS & CONDITIONS CONTINUED

TERMINATION

SC Pride reserves the right to accept or reject sponsors at its sole discretion. SC Pride may terminate this Sponsorship Agreement at any time, in which case Sponsor's rights to use the Event Marks will terminate immediately, and SC Pride will refund to Sponsor any sponsorship fees paid to SC Pride less any out of pocket expenses incurred, and return any unused in-kind contribution received, under this Sponsorship Agreement.

TAX STATUS

SC Pride is a 501(c)(3) nonprofit corporation registered with the Internal Revenue Service. Our tax identification number is 57-0904573 and our non-profit determination letter is available upon request.

MISCELLANEOUS

This Sponsorship Agreement represents the entire agreement between South Carolina Pride Organization ("SC Pride") and Sponsor, and there is no other agreement or warranty between the Sponsor and SC Pride. This Sponsorship Agreement establishes a non-exclusive relationship between Sponsor and SC Pride, and SC Pride retains the right to enter into other Sponsorship Agreements at its discretion. All legal matters pertaining to the 2018 SC Pride Festival and this Sponsorship Agreement will be governed by and construed under the laws of the state of South Carolina without regard to any provision of South Carolina law that would require or permit the application of the substantive law of another jurisdiction. Sponsor irrevocably consents and submits to the personal jurisdiction of the courts in and for South Carolina for any actions arising out of or relating to this Sponsorship Agreement.

This Sponsorship Agreement may be executed in multiple counterparts, each of which will be considered an original and all or any one of which constitute one and the same agreement. Facsimile or email copies will be treated as originals for these purposes. This Sponsorship Agreement is personal to the parties and neither party may assign it without the prior written consent of the other party.

South Carolina Pride Organization
931-D Senate Street
Columbia SC 29201
sponsors@scpride.org



2019 SPONSORSHIP AGREEMENT

NAME OF SPONSORING ORGANIZATION

AUTHORIZING PERSON

TITLE

PRIMARY CONTACT/ON-SITE REPRESENTATIVE (IF DIFFERENT)

TITLE

CONTACT EMAIL ADDRESS

STREET ADDRESS

CITY

STATE

ZIP

PHONE

FAX

WEBSITE

FESTIVAL **PARADE** **PLATINUM** **GOLD** **SILVER** **BRONZE**

SPONSORSHIP LEVEL

ARE YOU INTERESTED IN PARTICIPATING IN THE SC PRIDE PARADE? YES NO

Sponsor agrees to sponsor the 2019 SC Pride Festival at the Sponsorship Level and Rate indicated above, and agrees to the Terms and Conditions of this Sponsorship Agreement.

AUTHORIZING SIGNATURE

DATE

MAIL THIS FORM AND YOUR CHECK TO **SC PRIDE • 931-D SENATE ST • COLUMBIA SC 29201**

FOR SC PRIDE USE ONLY:

Sponsor agreement review, accepted and approved by:

SIGNATURE

PRINTED NAME

DATE



2019 SCHEDULE OF EVENTS

- June 1** **President's Ball** — Fundraiser and awareness event for SC Pride Festival
- June 1** **Outfest**
- Sept 29–Oct 6** **Pride Week** - Various Community-Hosted Events
- October 4** 6pm **Famously Hot Street Dance**
7pm **Famously Hot SC Pride Parade**
8pm **Get Lit! Street Concert** featuring Lisa Stansfield
- October 5** 12pm **Famously Hot SC Pride Festival**
1pm **Stage Speakers** begin
2pm **Mainstage** performance
4pm **Lisa Lisa** performance
6pm **Kristina W** performance
7pm **RuPaul's Drag Race Hour**
10pm **Aftermath** Afterparty
- October 6** Harriet Hancock LGBT Center **Sunday Picnic**



2019 SPONSORS

PRESENTING

City of Columbia

PLATINUM

GOLD

SILVER

Robert Jeffrey Salon
Kask Creativity

BRONZE

AS OF FEBRUARY 5, 2019



2019 BASIC MARKETING PLAN

BILLBOARDS

Digital billboards throughout Columbia and outlying regions, plus Charlotte, Charleston, Greenville/Spartanburg

PRINT ADVERTISEMENTS

Full Page ads the month before Pride in *Free Times*

Budget-allowing ad in *The State*

Additional Print Ads (per budget): *Post and Courier*, *Greenville News*, *Q Times*

PRINT EDITORIAL

Work with *Free Times* to open avenues with performers or leaders to generate editorial content

NEWS GUEST SPOTS

Work with local TV stations to guest-spot leadership on morning shows, etc.

POSTERS

August & September

Place Guide/Poster into every LGBT-friendly bar in the state

Place Poster into every LGBT-friendly public space we can reach, including cafés, bars, restaurants, etc.

RADIO

Per budget, run radio spots in the weeks leading up to Pride

FACEBOOK

Place numerous paid advertisements with demographic reach on Facebook to promote Parade, Concert, Festival, Aftermath & more



EVENT INFORMATION

In 2012, SC Pride took a bold step and moved to Main Street for our Pride Festival, heralding a new era of growth and exposure for the LGBT Community in South Carolina. This change led to a giant leap in attendance, from 8,000 the previous year to more than 15,000. Since, SC Pride has only grown in great numbers, surpassing expectations each year. In 2017, we had more than 75,000 attendees at our parade and festival. We remain the longest-running Pride event in South Carolina (now in our 29th year) and one of the largest festivals in Columbia, our state's capital.

Famously Hot SC Pride is excited for our 29th year! This year, we bring back our NIGHT TIME GET LIT STREET PARTY AND PARADE, featuring Lisa Stansfield in her first-ever Pride concert! And our parade promises to be bigger and better than ever with our second night time lighted parade!

Then we roll into Saturday's Festival featuring Kristine W, Lisa Lisa, and Silentó on our mainstage, plus RuPaul's Drag Race Hour hosted by Phoenix (and more to be announced!) And of course, we bring a ton of local entertainers hosted by Paris Lefaris, great speakers, and more.

SC Pride Movement is a varied organization. We give to many statewide LGBT organizations in the way of sponsorship, donations, and support. And of course, we still have our fabulous parties and fund-raisers throughout the year, designed to be open to everyone, no matter their creed, orientation, or religion! But the strength of our organization comes from strong ties to the community and its organizations. We create a large-reaching space for speakers from like-minded organizations, special-interest groups, and even individuals who wish to send a positive message to the LGBT citizens of South Carolina. Our stage—reaching up to 75,000 people—is the largest platform in the state on which these messages of equality, hope, and understanding can stand.

We are also a large venue for vendors—whether they are Pride-related merchandise, community-oriented health programs, or LGBT-friendly corporations. With tens of thousands of people in attendance, our vendors are able to have a large audience who are not only excited to see them, but who are motivated to support LGBT-friendly organizations and efforts.

2018 awaits us and we are looking forward to greater expansion for the organization, but also branching out with new developments within the organization to further the education and advocacy for the community.