



INFORMATION PACKET

SATURDAY, JUNE 5, 2021

THE VISTA • COLUMBIA



ABOUT OUTFEST

Outfest Columbia is a new adventure for South Carolina Pride Movement, now in its fourth year, focusing on the LGBT community of Columbia, SC, showcasing our local talent, vending, and businesses.

As our Pride festival grows year after year to a now two-day event in the fall, we are bringing a more “local” festival to downtown Columbia to kick-off Official National Pride Month, beginning June 5, 2021.

We will feature headlining entertainment from our Main Stage, and will present our Miss Outfest Pageant for female impersonators.

We will feature an afterparty called AfterGlo that will be held at both downtown gay bars (planned), further sewing a community aspect to this event.

We hope this will become a recurring staple for our City of Columbia for years to come with high growing potential for the betterment and awareness of the LGBT Community.



SPONSORSHIP LEVELS

GOLD \$3,001-\$5,000

- ✓ Logo Placement on SC Pride Outfest Website from time of sponsorship
- ✓ Logo Placement on SC Pride Outfest Sponsor Banner
- ✓ Logo Placement on SC Pride Outfest Posters
- ✓ Logo Placement on SC Pride Outfest Advertisements
- ✓ Logo Placement on SC Pride Outfest Mail Marketing
- ✓ Sponsor Billing on Press Releases
- ✓ Banner Space in Outfest
- ✓ 2 Free Vendor Spaces in Outfest, including Electricity if available

SILVER \$1,501-\$3,000

- ✓ Logo Placement on SC Pride Outfest Website from time of sponsorship
- ✓ Logo Placement on SC Pride Outfest Sponsor Banner
- ✓ Logo Placement on SC Pride Outfest Posters
- ✓ Logo Placement on SC Pride Outfest Advertisements
- ✓ Logo Placement on SC Pride Outfest Mail Marketing
- ✓ Sponsor Billing on Press Releases
- ✓ Banner Space in Outfest
- ✓ 1 Free Vendor Spaces in Outfest

BRONZE \$501-\$1,500

- ✓ Logo Placement on SC Pride Outfest Website from time of sponsorship
- ✓ Logo Placement on SC Pride Outfest Sponsor Banner
- ✓ Logo Placement on SC Pride Outfest Posters
- ✓ Logo Placement on SC Pride Outfest Advertisements
- ✓ Logo Placement on SC Pride Mail Outfest Marketing
- ✓ Banner Space in Outfest

SUPPORTER \$251-\$500

- ✓ Logo/Name Placement on SC Pride Outfest Website from time of sponsorship
- ✓ Logo/Name Placement on SC Pride Outfest Sponsor Banner

FRIEND \$50-\$250

- ✓ Logo/Name Placement on SC Pride Outfest Website from time of sponsorship
- ✓ Logo/Name Placement on SC Pride Outfest Sponsor Banner



SPONSORSHIP LEVELS

This year, we are opening up a special Sponsor tier for Vista merchants who wish to Partner with SC Pride in Outfest. This is a special category for our neighbors who wish to show their support of the LGBT community of Columbia, bolstering the idea that all are welcome at their restaurant, shop, firm, store, etc.

We know that community is the most important aspect of any group, and have been very thankful for our community who have supported us in the past, and continue to do so even in 2021.

We hope you'll consider this special Sponsorship, or, if feeling more generous, a stronger package available.

NEIGHBORING PARTNER **\$250**

- ✔ Logo Placement on special "Neighboring Partner" section of SC Pride Outfest Website from time of sponsorship
- ✔ Logo Placement on special "Neighboring Partner" Sponsor Banner displayed during Outfest
- ✔ Special mention from stage during Outfest 2021

NAME OF SPONSORING ORGANIZATION

AUTHORIZING PERSON

TITLE

CONTACT EMAIL ADDRESS

STREET ADDRESS

PHONE

WEBSITE

Sponsor agrees to sponsor the 2021 Outfest Columbia at NEIGHBORING PARTNER Sponsorship Level and agrees to the Terms and Conditions of this Sponsorship Agreement.

AUTHORIZING SIGNATURE

DATE

FOR SC PRIDE USE ONLY:

Sponsor agreement review, accepted and approved by:

SIGNATURE

PRINTED NAME

DATE



SPONSORSHIP AGREEMENT TERMS & CONDITIONS

BENEFIT DEFINITIONS & DETAILS

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

OUTFEST POSTER: Full color poster produced exclusively for Outfest and distributed throughout South Carolina, Georgia and North Carolina.

SPONSORSHIP: SC Pride will furnish Sponsor with the sponsorship rights and amenities for 2021 Outfest Columbia 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 2021 Outfest Columbia on Saturday, June 5, 2021.

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 "2021 Outfest Columbia" and its variations in the same form they are provided by SC Pride (the "Event Marks") in connection with the Sponsor's 2021 Outfest Columbia 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 Outfest's promotional and publicity activities, including print, video, and electronic materials, for 2021 Outfest Columbia; and (ii) after the Term in reference to Sponsor's sponsorship of the 2021 Outfest Columbia.

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 2021 Outfest Columbia, but will not otherwise record or reproduce any portion of the 2021 Outfest Columbia, 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 2021 Outfest Columbia and may not interfere with the normal operations of the event.

RESCHEDULE OR CANCELLATION

The 2021 Outfest Columbia is scheduled to take place on June 5, 2021, in The Vista, Columbia SC. SC Pride reserves the right to reschedule or cancel the 2021 Outfest Columbia 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 2021 Outfest Columbia; 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 Outfest is canceled in whole, SC Pride



SPONSORSHIP AGREEMENT TERMS & CONDITIONS CONTINUED

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.

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 2021 Outfest Columbia 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



2021 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

SPONSORSHIP LEVEL

Sponsor agrees to sponsor the 2021 Outfest Columbia at the Sponsorship Level and Rate indicated above, and agrees to the Terms and Conditions of this Sponsorship Agreement.

AUTHORIZING SIGNATURE

DATE

FOR SC PRIDE USE ONLY:

Sponsor agreement review, accepted and approved by:

SIGNATURE

PRINTED NAME

DATE