



FAMOUSLY HOT
SOUTH CAROLINA

PRIDE!

2021
FESTIVAL & PARADE
SPONSORSHIP AGREEMENT
TERMS & CONDITIONS

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
- ✓ Sponsor Billing on Press Releases
- ✓ Prime Location in SC Pride Parade
- ✓ Banner Space in Festival
- ✓ 4 Free Vendor Spaces in Festival, including Electricity

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

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
- ✓ Banner Space in Festival
- ✓ 2 Free Vendor Spaces in 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
- ✓ Banner Space in Festival
- ✓ 1 Free Vendor Spaces in 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
- ✓ Banner Space in Festival
- ✓ 1 Free Vendor Spaces in 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



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 2021 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 2021 SC Pride Festival on Sunday, October 31, 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 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 2021 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 2021 SC Pride; and (ii) after the Term in reference to Sponsor's sponsorship of the 2021 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 2021 SC Pride Festival, but will not otherwise record or reproduce any portion of the 2021 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 2021 SC Pride Festival and may not interfere with the normal operations of the event.

RESCHEDULE OR CANCELLATION

The 2021 SC Pride Parade is scheduled to take place on October 29, 2021, and the Festival is scheduled to take place on October 30, 2021. SC Pride reserves the right to reschedule or cancel the 2021 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 2021 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 2021 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



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

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 2021 SC Pride Festival at the Sponsorship Level and Rate indicated above, and agrees to the Terms and Conditions of this Sponsorship Agreement.

FORMAT MM/DD?YYYY

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



2021 SCHEDULE OF EVENTS

- June 1** Outfest
- September 11** **President's Ball** — Fundraiser and awareness event for SC Pride Festival featuring Jai Rodriguez
- Oct 17–Oct 21** **Pride Week** - Various Community-Hosted Events
- October 22**
6pm **Famously Hot Street Dance**
7pm **Famously Hot SC Pride Parade**
8pm **Get Lit! Street Concert** performance TBA
- October 23**
12pm **Famously Hot SC Pride Festival**
1pm **Stage Speakers** begin
2pm **Mainstage** performance TBA
4pm **Mainstage** performance TBA
6pm **Mainstage** performance TBA
7pm **RuPaul's Drag Race Hour**
10pm **Aftermath** Afterparty
- October 24** Harriet Hancock LGBT Center **Sunday Picnic**



2021 SPONSORS

PRESENTING

TBA

PLATINUM

TBA

GOLD

TBA

SILVER

TBA

BRONZE

TBA

AS OF MAY 17, 2021



2021 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

Famously Hot South Carolina Pride is beginning our 32nd year, celebrating LGBT of South Carolina since 1989! After a year off in 2020 due to the COVID-19 pandemic, we are excited to bring Pride back to the streets of South Carolina!

2019's celebration marked SC Pride's biggest year yet and we hope to bring that energy back in 2021. Official estimates from City of Columbia bring our attendance at our last parade and festival to a Famously Proud 85,000+! We had record attendance, we had record vendors, we had record parade participants—we broke every record in our books! And we couldn't do it without you! Thank you to all our guests, our vendors, our sponsors, our Pride Pass holders, our Parade watchers, our Parade marchers, and every person who felt PRIDE in South Carolina!

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 32nd year! This year, we bring back our NIGHT TIME GET LIT STREET PARTY AND PARADE! And our parade promises to be bigger and better than ever with our now-famous night time lighted parade!

Then we roll into Saturday's Festival featuring top talent 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 85,000 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.