

Sponsorship Brochure 2021



pride
winston-salem
building community for 10 years

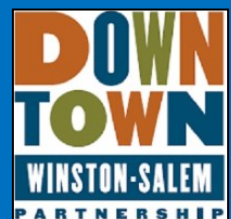
Pride Festival-Food Truck Rodeo

Saturday, October 16, 2021 10am-5:30pm - Trade Street

Pride Parade

Saturday, October 16, 2021 11am - 4th Street

Proud members of

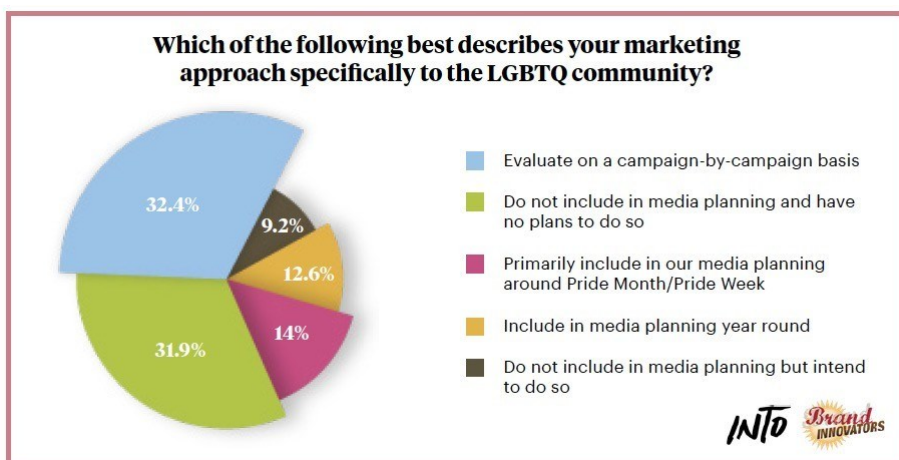


Celebrate with Pride Winston-Salem!

Sponsorship and Advertising opportunities available.

- **33,000 attendees**
- **100+ vendors**
- **12 Food Trucks**
- **2 entertainment stages**-local and national acts.
- **Located in the downtown Arts District**
- **Advertising on multiple social media platforms**

Pride Winston-Salem has several sponsor and advertising opportunities available so that you can show your support of the local LGBT+ community. This is your opportunity to increase your brand visibility to thousands of people across the Piedmont. Pride Winston-Salem is the 3rd largest Pride Festival & Parade in North Carolina. Take a look at this booklet and let's discuss the options available to you.



pride
winston-salem
building community for 10 years

For sponsorship opportunities please contact:

Jerry Morin

jmorin@pridews.org

336-486-1464

Information can also be found on pridews.org/sponsors

Pride Winston Salem 2019 Sponsors

Rainbow Presenting Sponsor



Gold Event Sponsors



Platinum Event Sponsors



Silver Event Sponsors



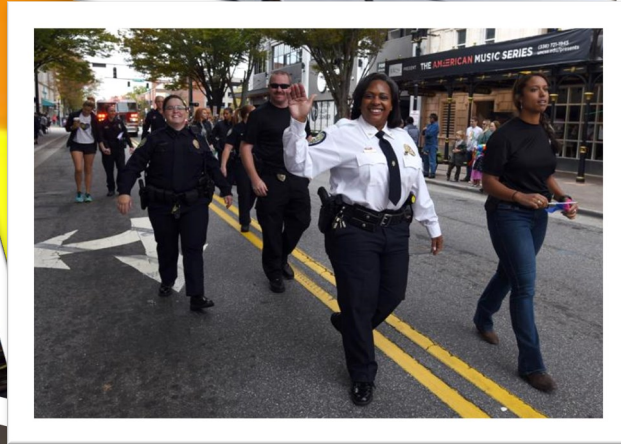
Bronze Event Sponsors



Diamond & Ruby Event Sponsors



Pride Winston-Salem is a 501(c)3 non-profit managed by volunteers.



The power of partnership

EMPLOYEE RETENTION

Why LGBT Employees Need Workplace Allies

by Sylvia Ann Hewlett

June 20, 2013

In 2011, Susan Wolford, a Los Angeles-based wealth advisor for Morgan Stanley, got an extraordinary referral. The beneficiary of a large estate wanted to meet with her to discuss managing her investments specifically because Wolford was accredited in domestic-partner tax and estate planning — and openly gay. The potential client made it very clear that “she wants someone who might deal with her and her partner in an all-encompassing way,” the referring attorney told Wolford. Wolford’s consultancy earns one percent on assets it manages, so the client’s decision to go with her group amounted to a substantial sum — quite a testament to the power of being out in the workplace.

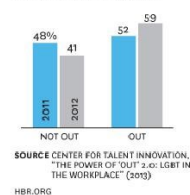
Corporations and individuals are increasingly embracing lesbian, gay, bisexual and transgender (LGBT) status as an emerging career asset. The United States Congress is also moving to endorse the value of “out.” This past April, bipartisan coalitions in the House and Senate introduced a new version of the Employment Non-Discrimination Act (ENDA) that would prohibit job discrimination based on sexual orientation and gender identity. The Senate is scheduled to begin discussions on the bill in early July.

Recent research from the Center for Talent Innovation, a New York-based think tank where I serve as president, details the benefits of an inclusive work environment. For lesbian, gay, bisexual and transgender (LGBT) employees, feeling comfortable about being out at work opens up access to business opportunities like Wolford’s as well as platforms on which to exercise leadership. In addition, CTI survey results found that 15%

friendly companies may offer lower prices or be more convenient. Further, three-quarters of heterosexuals and 87% of LGBTs said they would consider choosing a brand known to provide equal workplace benefits.

BEING OUT AT WORK

Forty-one percent of LGBT employees are in the closet.



Yet despite advances in workplace acceptance, over 40% of LGBT workers remain closeted at the office.

And even though LGBT employees, both in and out of the closet, are every bit as ambitious and motivated to succeed as their heterosexual peers, because closeted LGBT employees feel so much more dissatisfied with their career paths, they are much more likely to have one foot out the door. CTI research found that those who are unhappy with their rate of promotion or advancement are at least three times more likely than those

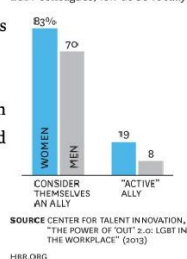
who are satisfied to plan to leave their company within the next year. LGBTs who feel isolated at work — in other words, closeted LGBT employees burdened with the daily stress of keeping their private life secret from their colleagues — are 73% more likely than their out peers to say they intend to jump ship within the next three years.

What makes work a place where LGBT talent can thrive? Allies — people who support or work as LGBT advocates — play a decisive role in creating an open community where individuals are comfortable being themselves. In fact, 24% of LGBT workers surveyed attribute their decision to come out professionally to a strong network of allies. However, although the ally phenomenon is widespread and growing, few men and women qualify as “active allies,” that is, those who openly support LGBT colleagues at work.

Increasing those percentages is directly tied to the growth of the out LGBT population and the war for talent. As more people come out, more of the heterosexuals who know them wish to lend their support.

ALLIES VS. ACTIVE ALLIES

While many say they support their LGBT colleagues, few do so vocally.

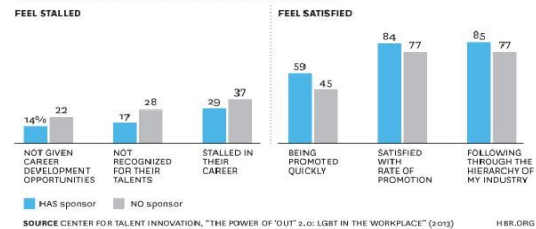


of men and 10% of women believe they’ve expanded their networks thanks to their LGBT status. By joining internal employee resource groups or participating in LGBT fundraisers or philanthropic endeavors, they were able to mingle with senior leaders they might otherwise never have met and leverage those relationships.

Most important, out employees are better able to gain the attention and advocacy of their superiors. Sponsorship, as we’ve explained in HBR articles and blogs, lends enormous traction to any ambitious person’s career. Among LGBT individuals, those without powerful backers, whether heterosexual or gay themselves, are far more likely to feel stalled in their careers, unrecognized for their talents, and lacking in career development opportunities. By contrast, those with sponsors are much more likely to report that they are being promoted quickly, are satisfied with their rate of promotion, and are moving up through the hierarchy of their industries.

HOW SPONSORSHIP IMPACTS JOB SATISFACTION AMONG LGBT INDIVIDUALS

Having a powerful backer can make all the difference at work.



LGBT employees aren’t the only beneficiaries of an inclusive workplace; employers benefit, too. In 2012, LGBT adults in the U.S. represented \$790 billion in total buying power, making them a market force companies can’t afford to overlook. Inclusive companies find that publicizing their support of LGBT equality boosts their standing among consumers across the board: 71% of LGBT adults said they are likely to remain loyal to a brand they believe to be very friendly to the LGBT community even when less

One of the driving forces for allies voicing their support is the realization that LGBT high-performers simply won’t stay with a company that doesn’t make them feel welcome.

“If we want to recruit and retain the best talent out there, we have a responsibility to make this a place where everyone feels comfortable,” says Eric Jordan, an active ally at Goldman Sachs, whose CEO, Lloyd Blankfein, became Wall Street’s highest-ranking ally when he created a video in support of same-sex marriage in early 2012. “Along with being the right thing to do, the business case for diversity is real and we want to be able to attract and keep the best people.”



Sylvia Ann Hewlett is an economist and the CEO of Hewlett Consulting Partners. She is also the founder and Chair Emeritus of the Center for Talent Innovation. She is the author of fourteen critically acclaimed books, including *Off-Ramps and On-Ramps*; *Forget a Mentor*, *Find a Sponsor*; and *Executive Presence*. Her latest book is *The Sponsor Effect*.



Pride Winston-Salem is a 501(c)3 non-profit managed by volunteers.



RAINBOW EVENT SPONSOR BENEFITS:

- **Exclusive** naming rights as presenting sponsor of the PRIDE Festival
- **Priority** placement of company logo on banners inside the PRIDE Festival venue
- Corporate banner **placement** in the PRIDE Festival Zone
- 4 tickets to the 2021 PRIDE Kick-Off Party
- **Recognition** of your sponsorship at fundraising events & PRIDE Festival stages
- **Presenting** sponsorship recognition on press releases
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on posters/festival main stage banner and email blasts
- Logo **placement** on Pride Winston-Salem's home page and social media sites with link back to sponsor site
- 1 full-page advertisement in the PRIDE Winston-Salem PRIDE Guide and logo placement in the official Pride Winston-Salem IOS & Android App
- Up to 4 PRIDE festival vendor spaces— your choice of zone. Non-transferable; **festival application must be submitted to utilize the benefit.**
- PRIDE Parade entry fee **waiver** and priority placement in the parade-**parade application must be submitted to utilize the benefit.**
- Option to provide co-branded marketing collateral for distribution at other PRIDE events attended by Pride Winston-Salem (approved by marketing of both organizations).



PLATINUM

EVENT SPONSOR

\$7,500

PLATINUM EVENT SPONSOR BENEFITS:

- **Priority** placement of company logo on banners inside the PRIDE Festival venue
- Corporate banner **placement** in the PRIDE Festival Zone
- 4 tickets to the 2021 PRIDE Kick-Off Party
- **Recognition** of your sponsorship at fundraising events & PRIDE Festival main stage
- **Platinum** sponsorship recognition on press releases
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on posters/festival main stage banner and email blasts
- Logo **placement** on Pride Winston-Salem's home page and social media sites with link back to sponsor site
- 1 full-page advertisement in the PRIDE Winston-Salem PRIDE Guide and logo placement in the official Pride Winston-Salem IOS & Android App
- Up to 2 PRIDE festival vendor spaces— your choice of zone. Non-transferable; **festival application must be submitted to utilize the benefit.**
- PRIDE Parade entry fee **waiver** and priority placement in the parade-**parade application must be submitted to utilize the benefit.**
- Option to provide co-branded marketing collateral for distribution at other PRIDE events attended by PRIDE Winston-Salem (approved by marketing of both organizations.)



GOLD

EVENT SPONSOR

\$5,000

GOLD EVENT SPONSOR BENEFITS:

- **Priority** placement of company logo on banners inside the PRIDE Festival venue
- 3 tickets to the 2021 PRIDE Kick-Off Party
- **Recognition** of your sponsorship at fundraising events & PRIDE Festival stages
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on posters/festival main stage banner and email blasts
- Logo **placement** on Pride Winston-Salem's home page and social media sites with link back to sponsor site
- 1 full-page advertisement in the PRIDE Winston-Salem PRIDE Guide and logo placement in the official Pride Winston-Salem IOS & Android App
- Up to 2 PRIDE festival vendor spaces— your choice of zone. Non-transferable; **festival application must be submitted to utilize the benefit.**
- PRIDE Parade entry fee **waiver** and priority placement in the parade-**parade application must be submitted to utilize the benefit.**
- Option to provide co-branded marketing collateral for distribution at other PRIDE events attended by PRIDE Winston-Salem (approved by marketing of both organizations.)



SILVER

EVENT SPONSOR

\$2,500

SILVER EVENT SPONSOR BENEFITS:

- **Placement** of company logo on banners inside the PRIDE Festival venue
- 2 tickets to the 2021 PRIDE Kick-Off Party
- **Recognition** of your sponsorship at fundraising events & PRIDE Festival stage
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on posters/festival main stage banner and email blasts
- Logo **placement** on Pride Winston-Salem's home page and social media sites with link back to sponsor site
- 1 half-page advertisement in the PRIDE Winston-Salem PRIDE Guide and logo placement in the official Pride Winston-Salem IOS & Android App
- Up to 1 PRIDE festival vendor spaces— your choice of zone. Non-transferable; **festival application must be submitted to utilize the benefit.**
- PRIDE Parade entry fee **waiver** and priority placement in the parade-**parade application must be submitted to utilize the benefit.**
- Option to provide co-branded marketing collateral for distribution at other PRIDE events attended by PRIDE Winston-Salem (approved by marketing of both organizations).



BRONZE

EVENT SPONSOR

\$1,000

BRONZE EVENT SPONSOR BENEFITS:

- **Placement** of company logo on banners inside the PRIDE Festival venue
- 1 ticket to the 2021 PRIDE Kick-Off Party
- **Recognition** of your sponsorship at fundraising events
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on posters/festival main stage banner and email blasts
- Logo **placement** on Pride Winston-Salem's sponsor page and social media sites with link back to sponsor site
- 1/3 page advertisement in the PRIDE Winston-Salem Guide and logo placement in the official Pride Winston-Salem IOS & Android App
- Up to 1 PRIDE festival vendor spaces— your choice of zone. Non-transferable; **festival application must be submitted to utilize the benefit.**
- PRIDE Parade entry fee **waiver** and priority placement in the parade-**parade application must be submitted to utilize the benefit.**



DIAMOND

EVENT SPONSOR

\$500+

DIAMOND EVENT SPONSOR BENEFITS:

- **Placement** of company logo on banners inside the PRIDE Festival venue
- 1 ticket to the 2021 PRIDE Kick-Off Party
- **Recognition** of your sponsorship at fundraising events
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on Pride Winston-Salem's sponsor page and social media sites with link back to sponsor site
- 1/4 page advertisement in the Pride Winston-Salem PRIDE Guide and logo placement in the official Pride Winston-Salem IOS & Android App

RUBY

EVENT SPONSOR

\$250+

RUBY EVENT SPONSOR BENEFITS:

- **Placement** of company logo on banners inside the PRIDE Festival venue
- **Recognition** of your sponsorship at fundraising events
- Logo **placement** on Pride Winston-Salem's sponsor page with link back to sponsor site



IN KIND SPONSOR OPTIONS

IN-KIND SPONSORSHIP OPTIONS

BRONZE SPONSORSHIP IN-KIND CATEGORY

- **Car Dealership**—able to provide up to 12 convertibles for the Pride Winston-Salem Parade on Saturday, October 16, 2021. Multiple brands are welcome. Dealers urged to place marketing material on the vehicle. PWS will be placing low-tack decals with occupant information on it. (PWS uses low tack decals in lieu of magnets)
- **Car Rental**—provide 3 SUV rentals for official Pride Winston-Salem use. Transporting entertainers and staff between venues. (available 10/14/2020—10/18/2020) Agency is encouraged to place advertising on the vehicle.
- **Truck Rental**—provide 26' and above box truck for official PWS use from 10/14/2020-10/18/2020.
- **Kids/Family Activity Area**—sponsor to provide age appropriate entertainment equipment for the safe enjoyment of applicable age group. Bouncy houses and activity areas must be monitored by authorized adult. (additional requirements).

HIGHER SPONSORSHIP LEVELS AVAILABLE

- **Host Hotel**— Sponsor to provide discounted room rate for PWS Festival attendees. Sponsor to provide up to 12 rooms for PWS's use during the Festival weekend 10/14/2020—10/17/2020. (current rates will determine sponsorship category level.)

For additional opportunities, please contact Jerry Morin at 336-486-1464 or jmorin@pridews.org.

SPONSORSHIP FORM

☐ **Rainbow** Presenting Sponsor - \$10,000

☐ **Diamond** Event Sponsor - \$500

☐ **Platinum** Event Sponsor - \$7,500

☐ **Ruby** Event Sponsor - \$250

☐ **Gold** Event Sponsor - \$5,000

☐ **Silver** Event Sponsor - \$2,500

☐ **Bronze** Event Sponsor - \$1,000

Pride Winston Salem will also consider in kind donations. Please contact our sponsorship committee at sponsors@pridews.org

Please print the name of the company (or individual) as you would like it to appear in the Sponsor acknowledgements section on the website:

Company Name: _____

Contact Name: _____

Contact Phone: _____ E-Mail _____

Address: _____

City: _____ ST _____ Zip _____

Website: _____ Facebook _____

Please provide PWS with a high-resolution logo 300dpi or higher resolution that will be used in marketing material distributed by Pride Winston-Salem.

Please upload a PNG, ESP, SVG, AI or PSD file at www.pridews.org/sponsors

BRONZE LEVEL SPONSORSHIP AND ABOVE RECEIVE FREE PARADE ENTRIES AND VENDOR BOOTH SPACE(S).

Will your organization be taking advantage of these benefits?

Vendor- Y N vendors@pridews.org

Parade- Y N parade@pridews.org

If you are a sponsor, and want to participate in the Parade and be a Festival Vendor you need to complete the Sponsorship Agreement, Parade Application and Vendor/Food Truck Application.

Completed Sponsorship Agreement and payment must be submitted no later than **August 1, 2021** for media deadlines however, PWS will still accept all sponsor applications for non-printing (digital). Sponsorship money must be received before your company receives any benefit.

Please make checks payable to: **PRIDE Winston-Salem.**

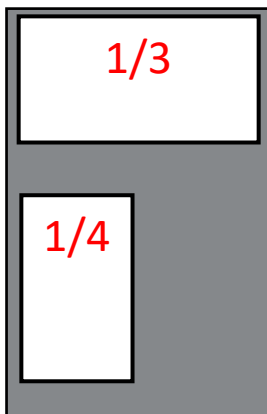
3000 Pinecrest Drive
Winston-Salem, NC 27127

sponsors@pridews.org
pridews.org/donate

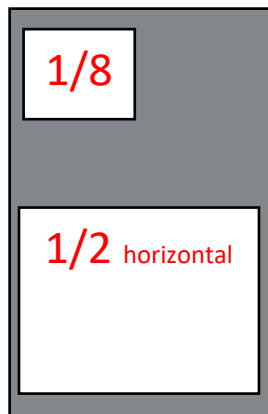
PRIDE GUIDE AD PRICING

Launched in 2016, the Pride Guide became a value added upgrade to our sponsorship packages. The inaugural issue was on-line only– available on pridews.org, Facebook and on the Pride App.

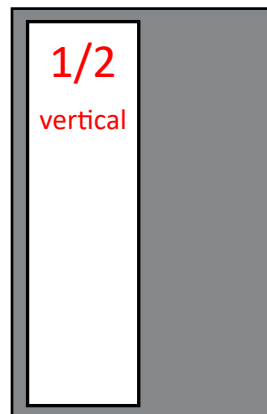
There are 6 size options available for you to get your message out to the LGBTQ Community.



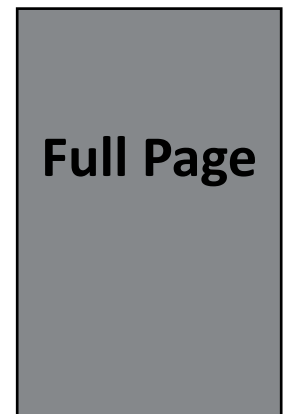
1/3 = 5w x 2.627h
1/4 = 2.3125w x 3.875h



1/8 = 2.3125w x 1.875h
1/2 = 5w x 3.875h



1/2 = 2.3125w x 8h



FP = 5.5w x 8.5h

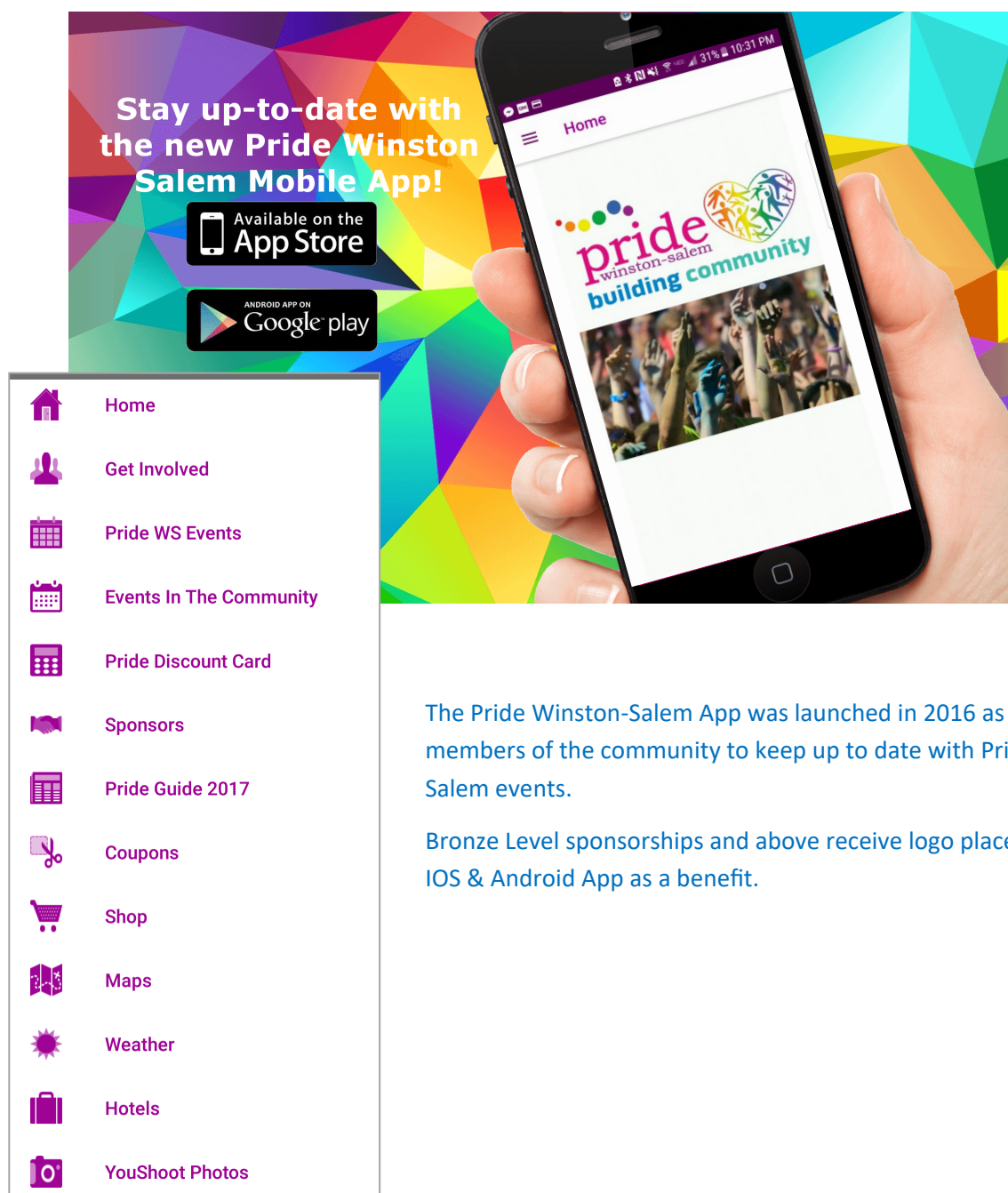
	Full Page	5.5w x 8.5h	\$400
	1/2 Page Vertical	2.3125w x 8h	\$300
	1/2 Page Horizontal	5w x 3.875h	\$300
	1/3 Page	5w x 2.627h	\$250
	1/4 Page	2.3125w x 3.875h	\$200
	1/8 Page	2.3125w x 1.875h	\$100



Photos by Sargent Sound Productions

Pride Winston-Salem is a 501(c)3 non-profit managed by volunteers.

MOBILE APP



Stay up-to-date with the new Pride Winston Salem Mobile App!

Available on the App Store

ANDROID APP ON Google play

- Home
- Get Involved
- Pride WS Events
- Events In The Community
- Pride Discount Card
- Sponsors
- Pride Guide 2017
- Coupons
- Shop
- Maps
- Weather
- Hotels
- YouShoot Photos

The Pride Winston-Salem App was launched in 2016 as a tool for members of the community to keep up to date with Pride Winston-Salem events.

Bronze Level sponsorships and above receive logo placement in the IOS & Android App as a benefit.

Advertising Contract

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

(Initial beside your selection)

CHECK BOX	Full Page	5.5w x 8.5h	\$400
	1/2 Page <i>Vertical</i>	2.3125w x 8h	\$300
	1/2 Page <i>Horizontal</i>	5w x 3.875h	\$300
	1/3 Page	5w x 2.627h	\$250
	1/4 Page	2.3125w x 3.875h	\$200
	1/8 Page	2.3125w x 1.875h	\$100

Please submit logos in PNG, EPS, SVG, AI, or PSD format. Upload to pridews.org/sponsors as soon as possible. Ad will go live on pridews.org within 7 days of receiving the completed sponsorship agreement and payment has been received.

Print ready artwork for the Pride Guide should be in 300dpi in PDF or JPG format uploaded to pridews.org/prideguide no later than August 1, 2021.

Terms & Conditions:

Advertiser and/or agency ("advertiser") agrees to place advertisement with Pride Winston-Salem, Inc ("publisher") for the 2021 Pride Winston-Salem Pride Guide and understands that this advertising contract is due on or before August 1, 2021 unless other arrangements are made through invoice to advertiser. Advertiser also understands that placement of their advertisement is not guaranteed without full payment, unless otherwise arranged with publisher via written agreement and/or invoice. Additionally, advertiser's failure to provide an advertisement file by the deadline of August 1, 2021 may forfeit the advertiser's space regardless of the status of advertiser's payment. Advertiser understands that no refund will be issued for failure to submit advertisement file by the deadline.

Further, advertiser understands that it will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement. The publisher cannot guarantee placement within the publication and cannot guarantee that an advertisement will not be backed by an advertisement with a coupon.

Advertiser Name: _____

Advertiser Signature: _____

Date: _____



2021 Pride Winston-Salem Parade Route



Pride Winston-Salem is a 501(c)3 non-profit managed by volunteers.



PRIDE Winston-Salem 2021

Saturday, October 16, 2021

FESTIVAL VENDOR-FOOD TRUCK APPLICATION

Business Name: _____ Contact: _____

Address: _____ City/State/Zip _____

Email: _____ Phone # _____

Emergency Contact: _____ Phone # _____

Website: _____ Facebook: _____

What type of vendor are you? _____

Substantial deviation from items described above may result in removal of vendor privileges. The PWS Vendor Committee reserves the right to restrict the types of items sold or distributed in the festival area.

YOU MAY NOT GIVE AWAY OR SELL FOOD, WATER OR DRINKS – These items will be limited to authorized Food Vendors- or by approval of Pride WS.
(small give away candy is allowed)

Vendor	2/1/2021 - 5/31/2021			Vendor	6/1/2021 - 10/1/2021		
NON-Profit	\$100		\$ TOTAL	NON-Profit	\$150		\$ TOTAL
Profit	\$150		\$ TOTAL	Profit	\$200		\$ TOTAL

Food Truck	\$200			Food Truck	\$225		
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How many spaces do you require? _____

Food Trucks please complete additional information:

- ☐ Food Truck
☐ Trailer

Length of Vehicle: _____

Licensed in Forsyth County? Y or N

If no, PWS will contact you for additional information.

Most recent Board of Health Grade: _____

Brief description of Menu: _____

PWS reserves the right to accept or reject applications based on menu, past performance and/or recommendations.

PWS works closely with local health departments in getting trucks that have not operated in Winston-Salem or Forsyth County approved to conduct business here. PWS may contact you for additional information that is needed to complete the approval process.

Pride WS does not supply power or water.

Payment Options

- ☐ Our check, payable to **PRIDE WS**, is enclosed. (PWS will charge a \$25 fee for checks returned insufficient funds)
- ☐ **PayPal** via www.pridews.org – <Donate Tab>
- ☐ Please send me an invoice. (invoice is due upon receipt)



Card #:

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Expiration Date: ____/____/____

Security Code: _____

Name on Card: _____

Billing Address of card: _____

Cardholder Signature: _____

Applicants are required to read all Terms and Conditions in this application and sign below. Agreement is not complete without signature:

I, _____, agree to all Terms and Conditions as set forth by PRIDE Winston-Salem in this application.

Please email vendors@pridews.org with application questions.

Complete and return to:



PRIDE Winston-Salem
3000 Pinecrest Drive
Winston-Salem, NC 27127



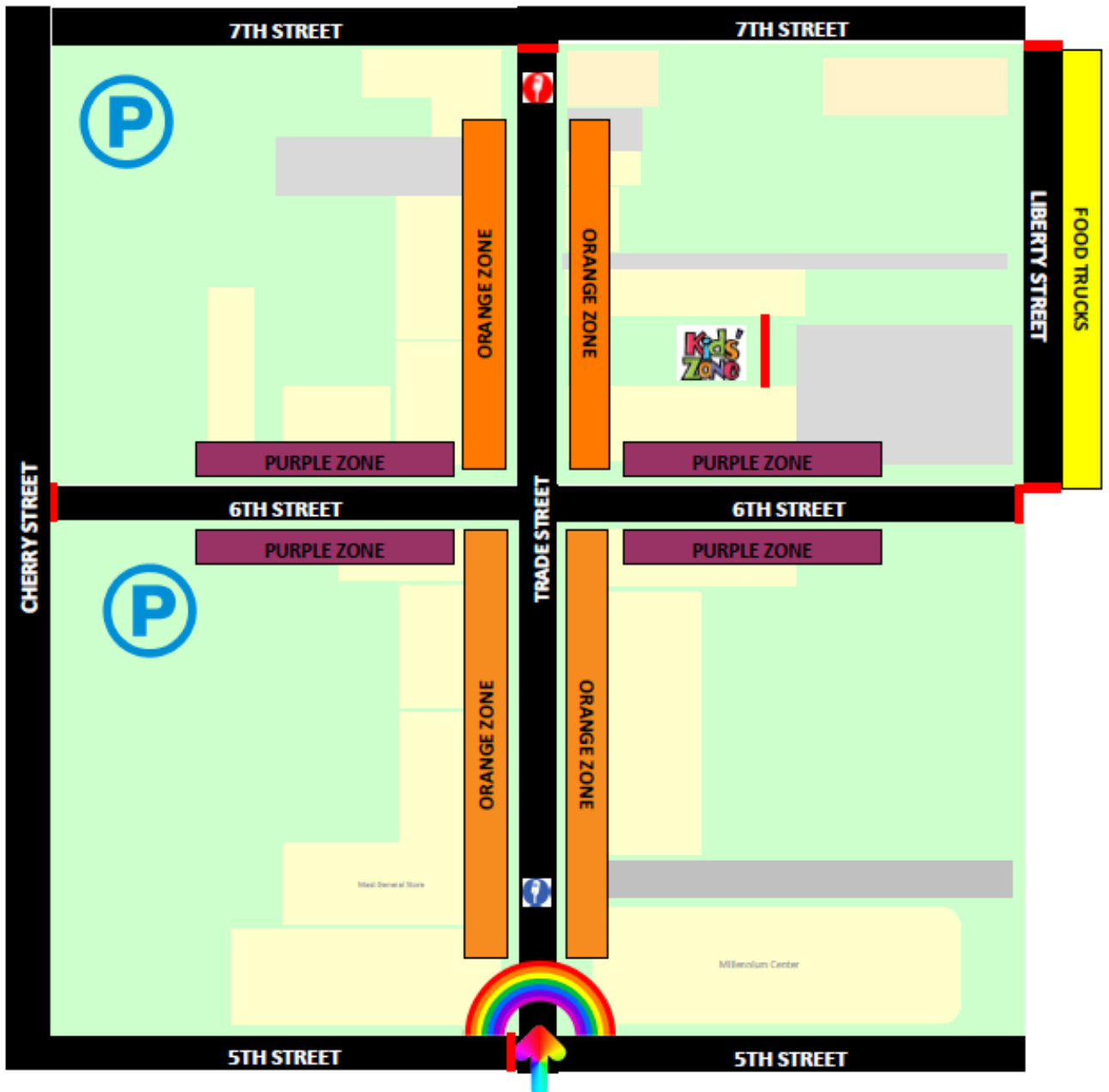
vendors@pridews.org





2021 PRIDE Winston-Salem Vendor Terms and Conditions

PRIDE Vendors agrees to each and all clauses set forth in this agreement. Failure by the Vendor to abide by any clauses set forth in this agreement gives PRIDE Winston-Salem (hereinafter known as PRIDE WS) and/or authorized agents of PRIDE WS the right to (1) immediately terminate this agreement and (2) require Vendor, immediately upon notice of this agreement, to cease operations and vacate the premises, and (3) forfeit any and all fees paid to PRIDE WS for the right and privilege of participating as a Pride Vendor for the 2021 PRIDE Winston-Salem Festival. No clauses of this agreement may be changed or altered without the written, signed permission of PRIDE WS.

1. PRIDE WS agrees to provide each Vendor or Organization with a 10x10 space in the Festival area. **Pride WS does not provide tents, tables or chairs to festival participants.** Tents cannot be larger than 10x10 **unless** your organization is renting 2 or more vendor spaces. Event Sponsors may receive larger spaces based on separate agreement.
2. **Vendors and Organizations agree to arrive no later than 9am the day of the Festival and remove booths and items by 6:00pm.**
3. Vendors and Organizations shall not share, sublet or give their assigned booth spaces to any other vendors, organizations or individuals. Non-Profit Vendors may not allow For-Profit Vendors to use their assigned booths.
4. Information and items of a graphic sexual nature is illegal and cannot be distributed. Items with nudity, indecency or conduct inappropriate for all audiences will not be allowed.
5. PRIDE WS cannot guarantee the weather, the number of visitors to the Festival or otherwise assure against acts of God, acts of terrorism or government intervention. No refunds will be given in the event of weather, low attendance or natural or man-made disasters. There is no rain date planned and the Pride Festival will take place in the event of rain.
6. Vendors and Organizations must visibly display vendor tags at all times during the Festival. Alteration of vendor tags may result in removal of vendor privileges.
7. Please be courteous of your neighboring Vendors. Noise and/or amplified sound, smoke (including cigarette smoke) or visual displays shall not interfere with other Vendors or Organizations or with the enjoyment of the attendees at the festival.
8. Food Vendors (not trucks) utilizing a generator will be assigned a vendor spot adjacent to the food truck area. **Generators are not permitted in the Festival Zone.**
9. Vendors and Organizations agree to clean up their booth area after the end of the Festival.
10. Vendors and Organizations will be notified via email to confirm application and requirements.
11. Vendors and Organizations may view the map of Festival footprint at pridews.org - 1 month prior to festival date. Map will not include individual vendor locations. **Vendors will be directed to assigned locations at check in the morning of the event. Locations are determined at the discretion of the PWS Vendor Committee.**
12. Vendors and Organizations shall not sell or offer any items imprinted or marked with any logos, words or combination of words "PRIDE Winston-Salem, PRIDE WS, Winston-Salem Pride, Pride 2021 or T with a Tude without the express written permission of the PRIDE WS committee.
13. Vendors are responsible for all sales taxes, licenses and insurance as required by law.
14. **Cancellation/Refund Policy: A 50% refund will be given with written request received by August 1, 2021. No refunds will be given after August 1, 2021.**
15. Vendors and Organizations agree to hold PRIDE WS and the City of Winston-Salem harmless from all liability related to loss, damage or injury to persons or property in any manner arising out of the performance of this agreement, whether resulting from negligence or not.
16. PWS approved vendors are permitted to roam festival zone to distribute material directly related to their approved vendor application.
17. Distribution of material by parties that have not completed a Vendor Application and paid the required fee are prohibited.
18. PWS partners with local authorities in order to bring you a safe family-oriented festival atmosphere. PWS requests that vendors and their agents do not engage participants of organized gatherings. PWS volunteers will monitor and control any such gatherings along with local authorities.



- ORANGE ZONE—TRADE ST
- PURPLE ZONE—6TH STREET
- FOOD TRUCKS—LIBERTY ST

-  Main Stage
-  Community Stage

FESTIVAL ENTRANCE

PARADE END POINT—TRADE STREET

Parade Application

Saturday, October 16, 2021

Name of Organization: _____

Title of Parade Entry: _____

Contact Person Name & Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: (____) _____

Secondary Contact: _____ Secondary Title: _____

Secondary Email: _____ Secondary Phone: (____) _____

Please complete the information that best describes your organization's entry for the parade.
Indicate Total Fee based on entry type and submission deadline dates.

Entry Description	Will you play Music?	2/1/21 – 4/30/21	5/1/21 – 10/1/21	Eligible Sponsors	Total Fee
Walking Group Estimated # of Walkers _____	Music? _____	Non-Profit \$35 Standard \$50	Non-Profit \$50 Standard \$75	No Fee	\$
Small – Mid-size Vehicle up to 5 riders Limit 1 vehicle per entry unless motorcycle group or dignitary escort entry. Type of Vehicle _____	Music? _____	Non-Profit \$35 Standard \$100	Non-Profit \$50 Standard \$125	No Fee	\$
Large Vehicle or Float with Walkers Estimated # of Walkers _____ Limit 2 vehicles per entry Type of Vehicle(s) _____	Music? _____	Non-Profit \$50 Standard \$100	Non-Profit \$75 Standard \$125	No Fee	\$

ENTRY INFORMATION: DEADLINE FOR ENTRIES AND ENTRY DESCRIPTIONS IS FRIDAY, OCTOBER 9 AT 6PM

A few weeks before the parade, you will be required to provide a brief summary of your organization and parade entry to be read by the Parade Presenters. Please provide an accurate email address and allow emails from pridews.org so we may keep you informed.

Please email parade@pridews.org with application questions.

TERMS & CONDITIONS

We are here to present the best of our community. Please keep your parade entry in good taste. This is a fun event, but it requires months of careful planning. Please adhere to our rules and deadlines. They help us make the event great.

- No throwing anything during the parade, especially from vehicles or floats
- Adhere to all Winston-Salem city ordinance, rules and regulations
- Have two safety monitors to stay alert to potential hazards or violence
- Provide positive interactions with any protestors. Notify police or your nearest PRIDE Volunteer should you have a concern.
- Generator pads **MUST** be placed underneath generator while on the float. Fire extinguisher must be located within 10 ft of generator. Abide by all generator manufacturer rules.

Applicants are required to read all Terms and Conditions in this application and sign below.

Agreement is not complete without signature:

I, _____, agree to all **Terms and Conditions** as set forth by PRIDE Winston-Salem in this application.

Your signed application is certification that you have read and understand the application instructions, and rules for participation. I understand that no (non-sponsor) organization is guaranteed any particular placement in the parade and that PRIDE WS will not be held liable for any injuries or damage to persons or personal property while participating in the Pride Parade. I acknowledge that someone from my organization will be responsible for reading the Parade Rules and Safety Guidelines to everyone participating in my entry on the day of the parade. As the primary contact person, I understand I may be the only person PRIDE Winston-Salem will contact to inform the organization of important information, dates and requests for additional information. I further understand that participation in PRIDE is a privilege and will adhere to the letter, the spirit, and the principles of this event. This is a binding legal contract and I am 18 years of age or older and have been authorized by my sponsoring organization to enter into this contract.

Signature: _____ Date: _____

Payment Method(s)

☐ Our check, payable to **PRIDE WS**, is enclosed. ☐ **PayPal** via www.pridews.org

☐ Charge the following: ☐ Visa ☐ MasterCard ☐ American Express

Card #:

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Expiration Date: ____/____ Security Code: _____

Name on Card: _____

Billing Address of card: _____

Payment Signature: _____

Complete online app at
www.pridews.org or return to:



PRIDE Winston-Salem
3000 Pinecrest Drive
Winston-Salem, NC 27127



parade@pridews.org

