



Greetings,

Mobile Alabama Pride, Inc. (MOB Pride) is a 501(c)3 non-profit based in Mobile, Alabama committed to spreading the message of equality throughout Southern Alabama. We hold several events throughout the year bringing the community together with our largest event being PrideFest in April each year. Our organization works with other local non-profit service organizations donating money and time. MOB Pride is directed by an unpaid, volunteer Board. Board members are responsible for the events throughout the year as well as furthering community outreach. As of 2019, we will be celebrating 13 years of Pride in Alabama! Each year Pride Week is celebrated in April with many events planned to reach members of the LGBTQ community of all ages and their allies. Pride in Mobile is celebrated with PrideFest, a two day, all day festival celebrating love and equality. Some previous events included Pride Skate, Pride Bingo, Interfaith Service, Miss Mobile Gay Pride, and more!

PrideFest 2018 was a tremendous success, seeing one of the largest crowds in our history. Pridefest included many local entertainers: Venus Shante Davis, Champagne Munroe, Kloe' Kash, Tatiana Venti, Zamareyah Dawn, Deelishus, Pharrh Kayla Dynamics and more. We also had Montgomery, Alabama singer, Nick Scarantino, as well as The Magic City Kingz and Dollz from Birmingham. The MOB Pride Board is pleased to announce this year's Pridefest will be held on Saturday, April 27 and Sunday, April 28, 2019, MOB Pride is also pleased to announce the return of the Pride Parade. On behalf of the entire Board and Members of MOB Pride, we would like to thank you for taking the time to learn more about our organization and ways to support the LGBTQ community. If you have any questions or need additional information regarding sponsorship or other advertising/promotional opportunities with MOB Pride in 2019, please do not hesitate to contact us.

With Pride,

A handwritten signature in black ink that reads "Chance Shaw". The script is fluid and cursive.

Chance Shaw
President, MOB Pride

A handwritten signature in black ink that reads "Steve Mathis". The script is fluid and cursive.

Steve Mathis
1st Vice President, MOB Pride



ABOUT MOBPRIDE

MOB PRIDE GOALS

- Increase the diversity of entertainment with intentional efforts to include local talent, local LGBTQ (Lesbian Gay Bisexual Transgender Queer) service organizations and national headliners.
- Increase attendance of events through comprehensive marketing and social media advertising.
- Create a fun, safe, and empowering events for all who attend.
- Return value to our sponsors for their support.

BY THE NUMBERS

- MOB Pride is a fast growing Pride along the Gulf Coast.
- 2018 Pride Week and PrideFest brought over 2,500 combined patrons/visitors
- Social media presence with 3,200+ followers and 1,000+ impressions per post
- Major television/news/radio stations and online publications cover our Pride Events throughout the year
- Pride Guide distributed to over 2,000 individuals.

BENEFITS OF SUPPORTING THE LGBTQ COMMUNITY:

With plenty of events and opportunities for exposure, our sponsors are able to target one of the most loyal markets available. Whether it is to promote products or services, add to your talent, or just to support the community, your sponsorship is targeted in a multitude of ways to an audience who believes in supporting those that support them. Sponsors receive year-round exposure after the festivities on MOB Pride website and mobile application, (APP), that is currently being built, email lists and social media. As a fast growing Pride in Mobile, we attend larger Pride organizations events where sponsorship banners/signs are displayed at our tent and Pride Guides are distributed even further. For our first-time sponsors, MOB Pride will introduce and reinforce your brand to our loyal patrons. First time sponsors of Pride in 2018 included T-MOBILE, WABD, Panini Pete's, and Anthony Leigh Clothing. Their sponsorship announcement on our Facebook had a reach of over 1,800. For those who have sponsored us before, we look forward to having you back and hope you like some of the additions and improvements we have made for our 13th year in 2019!

WHAT MAKES BEING PART OF MOB PRIDE A GOOD MARKETING STRATEGY?

- It's a simple matter of economics. The discretionary income of the LGBT Community is growing every year, along with their presence in the workplace and marketplace. Estimates gauge the gay consumer with more than \$935 billion in buying power as of 2017.
- By sponsoring MOB Pride, you will be effectively reaching this huge, untapped market at one of the Gulf Coasts fastest growing LGBT Pride Celebrations, right here in Mobile. MOB Pride advertises in 6 states currently, and with our new partnership with Edge Media networks will be advertising nationally and globally.

- 24% of LGBT adults have switched products/services in the past 12 months because they found a competing company that supports LGBT causes
- 32% of Gay men have switched products/services in the past 12 months because they found a competing company that supports LGBT causes.
- 87% of LGBT adults are likely to consider a brand that is known to provide equal workplace benefits for all employees
- 47% of LGBT adults are more likely to consider purchasing from a company that has advertisements tailored to a gay audience
(Witeck Combs/Harris Interactive (2010))
- Mobile Alabama Pride, INC, (MOB PRIDE) is a 501(c)(3) nonprofit organization -- donations to MOB Pride are tax deductible to the fullest extent allowed by law.

ADVERTISING AND PROMOTIONS:

Depending on your sponsorship selection, your company logo, links to your website, references on social media, a large number of individuals within Alabama and abroad will see email distributions, social media posts, and website acknowledgement for your sponsorship and promotions. In addition, our full-color Pride Guide will be extensively distributed prior to PrideFest and available on our website.

BUILD CUSTOMER AWARENESS AND LOYALTY

Becoming a partner with MOB Pride provides a tremendous amount of exposure for your business to the LGBTQ Community and their allies. Each year, PrideFest is not only a spectacular event for the attendee but also an amazing experience for those who assist in making it happen. Your support builds awareness of the LGBTQ Community to all living in Alabama and abroad. Supporting MOB Pride proves your business goes deeper than just commerce.

ENGAGE YOUR EMPLOYEES:

A significant benefit of having a presence at the festival and parade is that your employees are involved in a community event that puts them directly in contact with your customers. Engaging your employees helps to build an inclusive and welcoming team and provides an opportunity for your business to interact directly with the community and drive customers to your business. The following pages contain information on Sponsorship levels, Pride Guide Ads and Vendor Spaces at our festival. Sponsorship levels are customizable if needed and approved; please contact us at sponsor@mobpride.org for further information.

2018 PRIDEFEST SPONSORS:





EXHIBITOR & VENDOR SPACE AND MENU REGULATIONS

1. By Submitting this Application, you signify that you agree to comply with all terms of this agreement.
2. Payment is due upon receipt of completed application form.
3. Space will not be guaranteed if terms or conditions are not met. Returned checks and charge backs will be subject to all legal remedies including collection fees and/or possible criminal prosecution.
4. Contracts may not be cancelled and there are no refunds after 1/31/19. Refunds may be issued via check prior to that date for the full amount paid minus a \$30 Cancellation fee.
5. The event will be held rain or shine, April 27th & 28th, in Cooper Riverside Park Park.
6. No displays over 10' in height or extending beyond the 10' X 10' booth area are permitted without explicit written permission from MOBPRIDE. Vendors are responsible for their own tables, chairs, display, etc.
7. All business or other activity for which vendor has rented space must be conducted **WITHIN THE DESIGNATED BOOTH AREA ONLY**. Distribution, layout, or hanging of any items outside the designated booth area is not permitted.
8. All locations will be assigned. Failure to adhere to assignments could result in forfeiture of participation in future events and vendor may be requested to leave with **NO REFUND**.
9. Loud Music, amplified voices, squawk boxes, or any other type of sound amplification is **NOT PERMITTED**. No generators will be permitted without written permission from MOBPRIDE.
10. All material deemed offensive by MOBPRIDE will not be permitted to be sold or displayed. Any vendor refusing to remove such material may be required to leave with no refund.
11. PRIDEfest times are TBD. All vendors are required to be completely set up by the opening Ceremony of PRIDEfest **AND REMAIN OPEN UNTIL THE CLOSING OF THE FESTIVAL**. Early closure may result in forfeiture of participation in future events. A \$25 clean up fee will be charged to any vendor who leaves trash behind. PRIDEfest set up time will be announced at a later date. No vehicles will be allowed in the park during PRIDEfest. All vehicles must be removed from the festival area prior to the start of the festival. Vehicles will be allowed back in the festival area once deemed safe by the Police and MOBPRIDE after the close of the festival.
12. Food Vendor menus require approval so that duplications are avoided. This will be done on a first come basis.
13. No vendor may sell any alcoholic items without express written permission of MOBPRIDE. Sale of these beverages could result in expulsion from the festival and the forfeiture of participation in future events.
14. It is the Vendor's responsibility to pay the appropriate **TAXES AND FEES** to the State of Alabama. MOBPRIDE assumes no responsibility whatsoever for collecting or remitting taxes and/or fees of any kind that may be due from vendor.
15. All Vendors & their representatives are expected to monitor themselves on all matters of conduct, attire, etc. Any vendor or employee not acting in good faith or not showing dignity and respect to businesses and individuals may be asked to leave without refund.



PRIDEFEST 2019

WAIVER OF RESPONSIBILITY

For good and valuable consideration, including permission for the signer to participate in MOBPRIDE's PRIDEfest and related activities to be held April 27th & 28th, 2019, I, the signer for myself and my group, including all successors, assigns, guardians, heirs, administrators & personal representatives:

1. Agree that prior to participating in PRIDEfest, I will inspect the facilities and equipment to be used, and if I believe any of them to be unsafe, I will immediately advise the appropriate event supervisor.
2. Acknowledge that I fully understand that I will be engaging in activities that involve risk of serious injury or death, including economic losses, which might result not only from my own actions, inactions or negligence, but also of others, condition of the facilities or equipment, rules of play, or use of this type of equipment or activity.
3. Assume any and all risks of personal injuries to my group and myself, including but not limited to medical bills, hospital bills, permanent disability, partial disability, and death and damages to my property, real or personal, caused by or arising from my participation in the event or activity.
4. Vendors are expected to provide their own insurance. If you do not have sufficient insurance, an affordable policy is available from Casswood (a company that specializes in Pride Festival Policies). For information visit www.casswood.com.
5. Agree to indemnify, defend and hold harmless the City of Mobile, Mobile County, MOBPRIDE and their employees, officers, directors and volunteers of and from any costs, expenses, claims, damages, suits and liability whatsoever arising from the actions or alleged actions of you, your organization, or your members.

BY SIGNING AND SUBMITTING YOUR APPLICATION, YOU ACKNOWLEDGE HAVING READ THIS FORM AND AGREE TO ALL RULES & REGULATIONS. Failure to abide by these rules and regulations may result in forfeiture of space or participation at this or future MOBPRIDE events. Authorized signature required for participation in all MOBPRIDE events.

SIGNATURE: _____ DATE: _____

PRINTED NAME: _____

Please return this form to MobPride via email at sponsor@mobpride.org, or in person to any MobPride board member. Questions should be addressed to sponsor@mobpride.org or to any board member.



Sponsorship Commitment Form

COMPANY INFORMATION

NAME: _____

TITLE: _____

ORGANIZATION: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

TELEPHONE: _____

EMAIL: _____

COMPANY WEBSITE URL: _____

COMPANY DESCRIPTION: _____

SPONSORSHIP OPPORTUNITIES

- ☐ Presenting Sponsor (exclusive):..... \$15,000+
- ☐ Premier Sponsor \$10,000+
- ☐ Premium Sponsor \$ 7,500+
- ☐ Proud Sponsor \$ 5,000+
- ☐ Partner of Pride..... \$ 2,500+
- ☐ Color Guard Sponsor..... \$ 50

YOUR LOGO: For all sponsor levels, please provide MOBPRIDE with your logo for promotional materials when you return this completed form. Logos are preferred as EPS/JPG/PNG/TIFF/PDF formats with all links included, and fonts outlined.

Parade Sponsor (exclusive) opportunities, rules and guidelines will be announced when information becomes available.

PAYMENT INFORMATION

☐ Please contact me for payment information.

Card #:

☐ My check (made payable to MobPride) is enclosed.

Exp. Date:

CID/CVV:

Check # _____ Amount \$ _____

Name on Card:

☐ My credit card \$ _____

Enter card
info here

Signature:

☐ Visa ☐ Mastercard

Billing Address (if different from above)

☐ American Express ☐ Discover

City, State, Zip

☐ Paypal: Please send payments to paypal@mobpride.org.

☐ By Signing below, I signal that I have read the "Exhibitor & Vendor Space And Menu Regulations" and agree to all parts within, and signify my commitment to sponsor and participate in PRIDEFEST 2019.

SIGNATURE: _____ DATE: _____

Please return this form to MobPride via email at sponsor@mobpride.org, or in person to any MobPride board member. Questions should be addressed to sponsor@mobpride.org or to any board member.

PRIDEFEST sponsorship opportunities		COLOR guard	PARTNER	PROUD	PREMIUM	PREMIER	PRESENTING
PRIDEFEST VISIBILITY	ONE LGBTQ+ FLAG IN THE PARK WITH PLAQUE STATING "DONATED BY ABC EXAMPLE COMPANY"						
	VENDOR SPACE AT PRIDEFEST '19		1 BOOTH	1 BOOTH	2 BOOTHS	2 BOOTHS	2 BOOTHS
	RECOGNITION AT ALL PRIDE WEEK EVENTS AND ON MAIN STAGE AT PRIDEFEST						
	OPPORTUNITY TO DISPLAY VINYL BANNERS IN THE PRIDEFEST VENUE		UP TO 2	UP TO 4	UP TO 6	UP TO 8	UP TO 10
	NAMING RIGHTS TO AN AREA IN PRIDEFEST OR EVENT DURING PRIDEWEEK		SHARED	SHARED	SHARED	EXCLUSIVE	EXCLUSIVE (PRIDEFEST PRESENTED BY)
	LOGO PLACED ON PRIDE MEDIA AND PRIDEFEST & PARADE BANNERS						
PRINT, WEBSITE & SOCIAL MEDIA IMPACT	AD IN 2019 PRIDE GUIDE		1 FULL PAGE	2 FULL PAGES	2 FULL PAGES	2 FULL PAGES	2 FULL PAGES (PREMIUM)
	BANNER AD WITH CLICK-THROUGH LINK PLACED ON MOBPRIDE.ORG HOME PAGE						
	SOCIAL MEDIA POSTS/RECOGNITION						
	LOGO WITH CLICK-THROUGH LINK PLACED ON MOBPRIDE.ORG EVENT PAGE						
	LOGO WITH CLICK-THROUGH LINK PLACED ON MOBPRIDE.ORG SPONSOR PAGE						
	LOGO ON PRIDEFEST VOLUNTEER T-SHIRTS						
PARADE PARTICIPATION	PARADE ENTRY						
	CHOICE POSITION IN PARADE						
VIP EXPERIENCE	MEET & GREET WITH PERFORMERS		FOR UP TO 4 PEOPLE	FOR UP TO 7 PEOPLE	FOR UP TO 10 PEOPLE	FOR UP TO 15 PEOPLE	FOR UP TO 20 PEOPLE
	EXCLUSIVE MOBPRIDE T-SHIRTS		4	7	10	15	20
		\$50	\$2,500+	\$ 5,000+	\$7,500+	\$10,000+	\$15,000+