

CAPITAL PRIDE

2012

COMMUNITY PARTNER OPPORTUNITIES



Capital Pride P.O. Box 2428 Washington, DC 20013 202.719.5304 - tel/fax

*Capital Pride is a 501(c)(3) non-profit organization dedicated to producing the annual Capital Pride celebration.
Donations to Capital Pride are tax deductible to the extent allowed by law.*



ABOUT CAPITAL PRIDE

Capital Pride is the annual GLBT Pride celebration in our Nation's capital. Since 1975, DC Capital Pride has provided greater Washington, DC and the nation with events that celebrate the diversity and pride of the GLBT community.

Produced by the nonprofit organization Capital Pride Alliance, Inc., Capital Pride is an event that is dedicated to serving the needs of the GLBT community and its supporters through educational events, entertainment, community outreach, and celebrations of diversity, including the Capital Pride Parade and the Pennsylvania Avenue Festival.

WHY BE A COMMUNITY PARTNER?

Capital Pride is an event for the community, produced by the community. For an organization to become a Community partner with Capital Pride, it means that the organization is dedicated to support the advancement of the gay, lesbian, bisexual, and transgender community.

The Community Partner program is an opportunity to take a role in helping to produce one of Washington, DC's most celebrated and well attended events: Capital Pride.

HOW TO DO IT...

This Community Partner program guide has been provided to you and your organization to evaluate all of the benefits of becoming a Community Partner. If you have questions, please e-mail communitypartner@capitalpride.org, or contact a member of our Community Partner program team at 202.719.5304

AN OPPORTUNITY LIKE NO OTHER...

The Community Partner program offers a generous package for organizations that desire to benefit from the exposure and advancement that Capital Pride can offer.



Capital Pride P.O. Box 2428 Washington, DC 20013 202.719.5304 - tel/fax

*Capital Pride is a 501(c)(3) non-profit organization dedicated to producing the annual Capital Pride celebration.
Donations to Capital Pride are tax deductible to the extent allowed by law.*



COMMUNITY PARTNER 2012

PROGRAM BENEFITS (\$1,500)*

Your name and/or logo with an organization profile and contact information:

- in the annual Pride Guide, which is distributed at more than 550 distribution locations around the DC metropolitan area *(Value \$750)*
- on the Capital Pride website, which received 3,247 visits PER DAY during Capital Pride 2011. *(Value \$5,000)*

A booth at the 2012 Capital Pride Pennsylvania Street Festival, one of Washington, DC's largest festivals. *(Value \$400)*

Entry for your organization's contingent in the annual Pride Parade, which brings throngs of people out to view the parade that spans the West End, Dupont Circle, and Logan Circle neighborhoods. *(Value \$365)*

Opportunity to add an official event or your organization's fund-raiser to the Capital Pride 2012 calendar. *(Value \$500)*

Opportunity to participate in revenue generating opportunities at the festival, including in beverage garden and/or bucket brigade. *(Value \$1,500)*

Membership in the Capital Pride Community Partner Advisory Council



Capital Pride P.O. Box 2428 Washington, DC 20013 202.719.5304 - tel/fax

Capital Pride is a 501(c)(3) non-profit organization dedicated to producing the annual Capital Pride celebration. Donations to Capital Pride are tax deductible to the extent allowed by law.

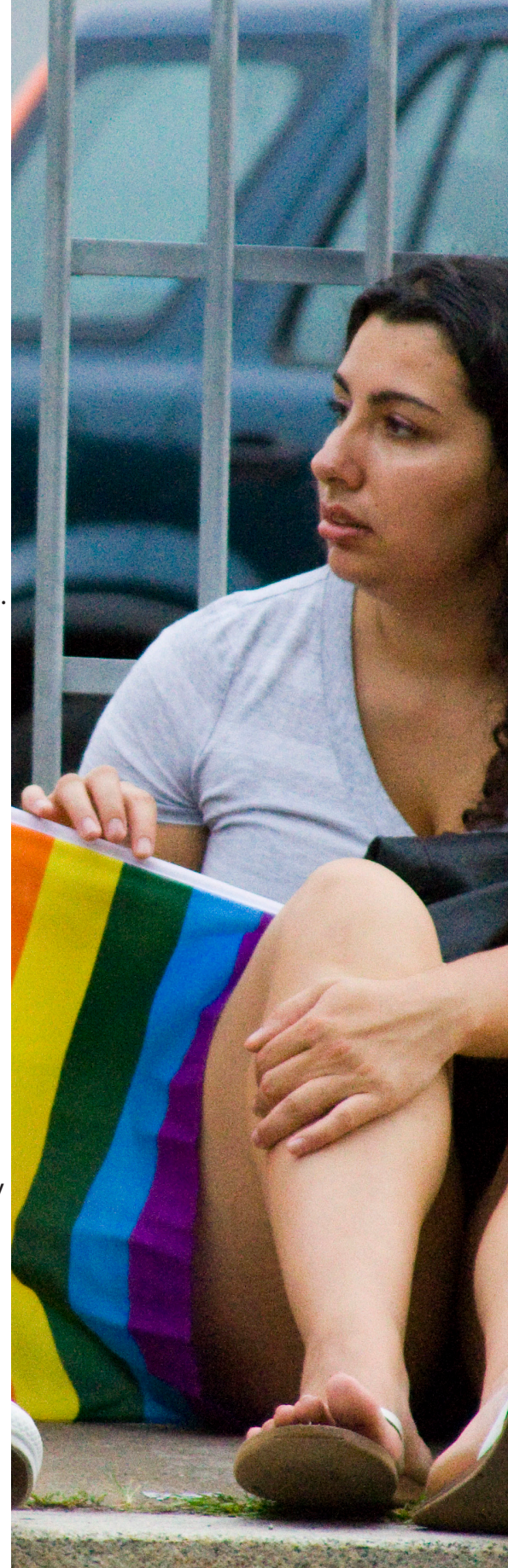


THE NUMBERS BEHIND CAPITAL PRIDE

- More than **250,000 people** attended the annual Pennsylvania Avenue Festival in 2011, with at least **100,000 people** along the parade route.
- Capital Pride is the **3rd Largest Pride Celebration in the Country!**
- The annual celebration has more than **two weeks** of different events.
- The **capitalpride.org** website had more than **100,000** visitors during the two weeks of Capital Pride 2011. During that same period, **more than 72,000** of those hits were absolute unique visitors.
- The Capital Pride Facebook page, with more than **5,900 fans**, had more than **10,000** active monthly users, the Twitter account more than **1,500** followers, and the e-newsletter nearly **5,000** subscribers.
- The annual Capital Pride celebration is covered by major print, television, radio, and online media outlets from **around the world**.
- A recent study shows that the GLBT population is now more than **15 million people**, and their **buying power is more than \$743 million***
- According to the Human Rights Campaign, more than **300,000 individuals** consulted HRC's *Buying for Equality* guide to ensure that their money was spent at fair-minded businesses.
- A recent survey by Harris-Interactive® demonstrated that **48%** of gay & lesbian adults reported that they liked to keep up with the latest trends and styles, compared to only **38%** of their heterosexual counterparts.
- More than **70%** of gay/lesbian individuals reported that they have **switched products and or service providers** because they learned that the **company supported the GLBT community or had GLBT-friendly policies.***

*Source:

Research and findings by Harris-Interactive® and Witeck-Combs Communications.
2007. 2008.



Capital Pride P.O. Box 2428 Washington, DC 20013 202.719.5304 - tel/fax

*Capital Pride is a 501(c)(3) non-profit organization dedicated to producing the annual Capital Pride celebration.
Donations to Capital Pride are tax deductible to the extent allowed by law.*



2012 CAPITAL PRIDE COMMUNITY SPONSOR PROGRAM AGREEMENT

This Capital Pride Community Partnership Agreement, hereinafter "Agreement", is by and between the CAPITAL PRIDE ALLIANCE, INC., a District of Columbia non profit corporation, hereinafter "Alliance", and the undersigned non profit organization, hereinafter "Community Sponsors".

RECITALS:

- A. Capital Pride is an annual festival of the Lesbian, Gay, Bisexual, Transgender community of the District of Columbia area.
- B. The Alliance is incorporated under the laws of the District of Columbia and was established to successfully support, plan, implement, and assess the annual Capital Pride events and related activities throughout the year, beginning in 2012.
- C. The undersigned Community Sponsor is a non-profit organization that supports the advancement of and positive images for lesbian, gay, bisexual and transgender individuals, and they have determined that supporting Capital Pride is consistent with its own respective charitable mission and therefore committed to financial sponsorship of the 2012 Capital Pride festivities.

NOW, THEREFORE, in consideration of the above promises contained herein and for other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the Parties agree as follows:

SECTION 1: DEFINITIONS:

- "Community Sponsor" an organization that financially contributes a sum of one thousand five hundred dollars (\$1,500) for the 2012 Capital Pride festivities.
- "Community Partner Advisory Council" shall act as an independent body providing candid input and recommendations to the Alliance. Membership in the Council shall consist of all Community Sponsors. The Council shall elect from among its members an ex officio, non-voting member to the Board.

SECTION 2: COMMUNITY SPONSOR OBLIGATIONS:

- Compliance with Terms: Each Community Sponsor will adhere to the terms and conditions of this Agreement, and to any Capital Pride related policies promulgated by the Alliance.
- Roles and Responsibilities: Community Sponsors will assist in marketing events, distribute Capital Pride information to their membership via e-mail list and/or newsletters, assist in recruiting volunteers, and serve on the Community Partner Advisory Council.
- Payment of Contribution: In order to be considered a Community Sponsor, the undersigned organization must pay their Capital Pride contribution in full by April 30, 2012.
- Payment Terms: Community Sponsors must pay at least fifty percent (50%) of their contribution within ten (10) days of signing the Agreement. The remainder of their contribution must be paid in full within thirty (30) days. Contributions not paid in full within 30 days will result in the organization's Agreement being declared null and void. In the event that an organization's Agreement is declared null and void, no contribution paid to the Alliance will be refunded.

SECTION 3: COMMUNITY SPONSOR BENEFITS:

Organizations that enter into an Agreement shall receive: name or logo, profile and contact information in the 2012 Pride Guide (a \$450 value); name or logo, profile, contact information, and link on the 2012 Capital Pride website (a \$5,000 value); a booth at the 2012 Capital Pride festival (a \$400 value); a spot in the 2012 Capital Pride parade (a \$365 value); and revenue sharing opportunities in partnership with Capital Pride (a \$1,500 value).

SECTION 4: NONDISCLOSURE OF CONFIDENTIAL INFORMATION:

Each Party agrees that as a Community Sponsor it may be privy to confidential information of other Community Sponsors, the Alliance, and/or the Capital Pride program, and each Party agrees to protect the confidentiality of that information. "Confidential Information" means information relating to the business of a Party that has been disclosed or otherwise become known to a Community Sponsor as a result of dealings pursuant to this Agreement, that is not generally known to competitors or the public, and which has been treated as confidential.

SECTION 5: TERM:

Except as expressly provided for herein, this Agreement shall be effective as of the Effective Date and shall continue in effect through the conclusion of the 2012 Capital Pride event on June 10, 2012.

Capital Pride P.O. Box 2428 Washington, DC 20013 202.719.5304 - tel/fax

*Capital Pride is a 501(c)(3) non-profit organization dedicated to producing the annual Capital Pride celebration.
Donations to Capital Pride are tax deductible to the extent allowed by law.*

SECTION 6: GENERAL PROVISIONS:

- **Applicable Law:** This Agreement shall be governed by the laws of the District of Columbia, without regard to its conflicts of laws provisions, to the extent not preempted by federal law.
- **Non Assignability:** The rights, duties and other obligations of Community Sponsors under this Agreement are personal to each Community Sponsor and may not be assigned or otherwise transferred to any other person, corporation or other entity without the prior written consent of the other parties to this agreement.
- **Waiver of Breach or Violation not Deemed Continuing:** The waiver by any party of a breach or violation of any provision of this Agreement shall not operate as or be construed to be a waiver of any subsequent breach hereof.
- **No Third Party Beneficiary:** There are no third party beneficiaries to this Agreement.
- **Paragraph Headings:** The paragraph headings contained in this Agreement and Terms and Conditions shall in no manner be construed as a part of this Agreement.
- **Compliance with Laws:** The Parties agree to comply with all applicable laws.
- **Authority of Representatives:** The individuals executing this Agreement on behalf of Community Sponsors represent that execution of this Agreement has been authorized and directed by the governing body of the respective organizations, if necessary, and that they have the authority to execute the same on behalf of said organizations. No party hereto shall have recourse against any officer, director, or employee, in his or her individual capacity as such, of the other parties hereto, each party having recourse only against the other party hereto.
- **Entire Agreement:** This Agreement supersedes all prior discussions and agreements between any of the parties hereto regarding Capital Pride 2012, or any of their officers, directors, employees, or agents with respect to all matters relating to the subject hereof and all other matters contained herein. This Agreement constitutes the sole and entire agreement with respect to matters contained herein and, except as otherwise provided in this Agreement, may be modified only by written agreement of the parties. Any representation, inducement, promise or agreement, whether oral or written, between any of the parties regarding the subject hereof, which is not embodied herein, shall be of no force or effect.
- **Amendment:** Except as expressly provided for in this Agreement, the Agreement may be amended only upon express, mutual, written agreement of all Parties.
- **Independence of Parties:** This Agreement is made at arms length between independent parties, each to the other, and creates no partnership, a limited liability company, corporation, or other entity, and does not create any agent, principal, partner, associate, joint venture, or employer/employee relationship. The creation hereby of the Community Partner Advisory Council for Capital Pride does not create a legal entity or judicial person but instead an advisory body whose decisions are not legally binding upon the Alliance.
- **Trademarks and Copyrights:** Use of Event Marks. The Alliance grants the Community Sponsor, during the Term and for 30 calendar days thereafter, a non exclusive license to use "Capital Pride 2012" and its variations in the same form they are provided by the Alliance (the "Event Marks") in connection with the Community Sponsor's Capital Pride 2012 activities in a manner consistent with Alliance's guidelines for use of the Event Marks, and this Agreement. Community Sponsor will comply with Alliance's reasonable requests regarding the use of the Event Marks. Use of Community Sponsor Marks: Community Sponsor grants to the Alliance a non exclusive, royalty free license to use the Community Sponsor marks attached to this agreement in camera ready format (the "Sponsor Marks"): (i) during the Term in connection with the Alliance's promotional and publicity activities, including print, video, and electronic materials, for Capital Pride 2011; and (ii) after the Term in reference to Community Sponsor's sponsorship of Capital Pride 2012.
- **Liability.** Neither the Alliance nor its representatives will be responsible for any injury, loss, harm or damage that may occur to the Community Sponsor from any cause whatsoever. Under no circumstances will the Alliance 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, but not limited to, whether brought in contract, tort or otherwise.
- **Reschedule or Cancellation.** Presently, Capital Pride 2012 is scheduled to take place from May 30, 2012 – June 10, 2012. The Alliance reserves the right to reschedule or cancel Capital Pride 2011 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 Capital Pride 2012; or (iv) acts of God or any other cause beyond the Alliance's reasonable control, e.g., war, fire, strike, change of law or regulation, and public catastrophe. If Capital Pride 2012 is cancelled in whole, the Alliance will issue refunds at a pro rata amount, based on amounts actually paid, of the total community sponsorship fees received less the expenses incurred by the Alliance. No further refunds or other amounts will be due from the Alliance for any reason. In no case will the amount of refund to a Community Sponsor exceed the amount of the sponsorship fee paid. Termination. The Alliance reserves the right to accept or reject sponsors in its sole discretion. The Alliance may terminate this Agreement at any time, in which case the Community Sponsor's rights to use the Event Marks will terminate immediately, and the Alliance will refund to the Community Sponsor any amounts paid to the Alliance under this Agreement.

IN WITNESS WHEREOF, each Party hereto has executed this Agreement on the date below written: _____
Date

Community Partner Representative

Capital Pride Representative

CAPITAL PRIDE 2012 COMMUNITY PARTNER PROGRAM INFORMATION SHEET



NAME OF ORGANIZATION AS IT SHOULD APPEAR IN MATERIALS:

TAX ID NUMBER: _____

Primary Contact: _____ Contact E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____ Website: _____

PARADE INFORMATION:

Will your contingent be a:

Foot Car Car with Foot Contingent Float Float with Foot Contingent Musical Other _____

(Floats include all trucks with or without trailers, cars with trailers, or other decorated attachment)

Have you participated before? Yes No If Yes, what years? _____

Please estimate the number of participants in your Contingent: _____

Specify the vehicles, materials, and/or equipment, if any, that will be used by your contingent:

Will your group be playing music/generating noise? Yes No Please indicate level (Low, Medium, or High).

Please tell us the type of noise or music (i.e. megaphone, music through speakers, live music, etc.) _____

Please provide a brief (50 words) description of your organization to be used in introducing your contingent to the judges. List any awards or accolades your organization has received.

FESTIVAL INFORMATION:

Please provide us any information (groups you would like to be near, etc.) you would like us to know regarding your booth placement in the Pride Rainbow Marketplace.

OTHER:

Do you plan to add events to the Capital Pride calendar? Yes No

It is understood that we can not guarantee publicity in the Pride Guide for registrations received after May 1, 2012

Capital Pride P.O. Box 2428 Washington, DC 20013 202.719.5304 - tel/fax

Capital Pride is a 501(c)(3) non-profit organization dedicated to producing the annual Capital Pride celebration. Donations to Capital Pride are tax deductible to the extent allowed by law.