

Re: PRIDE WEEK 2017



To our Tarrant County Community and Neighbors,

TCGPWA is the 2nd oldest Pride organization in the Great State of Texas and produces the largest LGBT & LGBT Community attended events in Tarrant County. Pride Week is held in October but, there are also Pride events and activities throughout the year. Proceeds directly fund infrastructure services, organization development and annual special events for our LGBT & Community At Large, supporters and visitors to Fort Worth.

Who We Are: Tarrant County Gay Pride Week Association is a not-for-profit 501(c) organization. organized to produce and facilitate a family friendly, safe environment. "Pride" celebrations and events are to promote a positive image for the community regarding Gay, Lesbian, Bisexual and Transgendered individuals. As well as educate and celebrate the diversity of the LGBT Community of Tarrant County, its Families, Friends, and Supporters.

We invite and encourage all members of the LGBT Community and its' supporters, within the 41 incorporated areas of Tarrant County and beyond, to participate with our organization and events.

36th Anniversary: Wednesday, October 4th - Sunday, October 15th, 2017

October 7th, Saturday, in Downtown Fort Worth is Pride Parade, 12 pm Start Time & Water Garden Festival, 12pm - 8pm

October 8th, Sunday, in Trinity Park is Pride Picnic, 12pm - 6pm.

About the Parade & Festival: The Parade & Water Garden Festival is an eclectic array of what makes our community and its' supporters unique.

Featured Areas

- Bud Light Mainstage - hosts our live entertainment including a DJ, bands, singers, performance artists and street performers.
- Retail Vendors - Providing activities, merchandise, products and services focused at our LGBT Community and Community At-Large.
- Cuisine - that embodies what's best of Texas Cuisine, BBQ & Fajitas. Brisket sandwiches & Wraps, Fajita Street Tacos & Nachos, Sweets and more.

About the Pride Picnic: The Picnic is our founding family friendly event in the heart of Trinity Park over looking the river.

Featured Areas

- The Pride Family Zone - youngsters in age and at heart participate in interactive activities, outdoor events for 1st, 2nd & 3rd place ribbon awards..
- Community Booths - representation of the Tarrant County LGBT Community not-for-profit & charitable organizations, faith based groups & institutions, athletic organizations and organizations of LGBT interest: Humane Society & COFW Animal Control.
- Vendor Booths - Retail & Service businesses marketing to the LGBT Community.
- Bud Light Mainstage - hosts our live entertainment.

We invite you, your company and all who wish to; market, promote their business to or support the LGBT & Community At Large, to participate in the success of our community's growth. Your support enables folks to participate in their LGBT life and community without fear.

Tony Coronado
817-495-5891 (c)
tony coronado@sns@aol.com
sponsors@tcgpwa.org

OFFICERS

Tony Coronado
President

Michelle Coronado Arnold
Vice-President

Richard Tinker
Treasurer

COMMITTEE

Burke Husberg
Logistics
Volunteers
Pride Picnic

Michelle Coronado
Ambassador
Family Connections
Social Media / SEO

Nicole Marie Taylor
Web Site Management

Richard Tinker
Fundraising
Easter Egg Hunt &
Pet Fest

Susanda Ortega
Pride Parade

Tony Coronado
Corporate Partners
Long Term Development
Water Garden Festival

Veronica Penrod
Media
Souvenir Program

TARRANT COUNTY GAY PRIDE WEEK ASSOCIATION

**36th ANNUAL PRIDE
PARTNER APPLICATION**

**Wednesday, October 4th
Thru
Sunday, October 15th, 2017**



BUSINESS INFO

Name of Corporation or Business _____
Type of Business _____
Item(s)/Service(s) Offered _____

CONTACT INFO

First Name _____ Last Name _____ Preferred Name _____
Street Address / P.O. Box _____
City _____ State/Province _____ Zip/Postal Code _____
Country _____ Cell Phone # _____
Business Phone # _____ Night Time # _____
E-mail Address _____ Website _____

TCGPWA

Tarrant County Gay Pride Week Association is the 2nd oldest Pride organization in the State of Texas. During Pride Week, TCGPWA schedules and facilitates events with our non-profit organizations, businesses, churches, social groups and local clubs. There are well over 20,000 people forecast to attend Pride Events and Activities this year.

Pride would not be possible without the generous donations and support of Community and Corporate Partners who provide monetary donations, goods and services to underwrite Pride Week and strengthen its reputation, for service to the LGBT Community of Tarrant County, throughout the State of Texas.

We invite you to be a Partner in the success of this celebratory week through your participation and generous donation. For Tarrant County Pride, all is appreciated. No donation is too small or great.

GENERAL INFORMATION

Program Advertising Deadline: Monday, May 1st, 2017. Please email to: Tony Coronado: tonyconradodsns@aol.com

TCGPWA 36th Anniversary - Pride Parade & Water Garden Festival

Saturday, October 7th, 2017 Parade Start Time: 12:00 PM Festival Time: 12 PM - 8 PM Location: Downtown FW

Pride Picnic - TCGPWA 35th Anniversary Celebration

Sunday, October 2nd, 2017 Picnic Time: 12 PM - 6 PM Picnic Location: Arts Pavilion at Trinity Park.

Tarrant County Gay Pride Week Association
P.O. Box 3459 • Fort Worth • Texas • 76113



Pride Week 2017

Tarrant County Gay Pride Week Association, a not-for-profit 501(c) organization, is organized to produce and facilitate a Family Friendly, safe environment. "Pride" celebrations and events are to promote a positive image for the community regarding Gay, Lesbian, Bisexual and Transgendered individuals. As well as educate and celebrate the diversity of the LGBT Community of Tarrant County, its Families, Friends, and Supporters.



TCGPWA PRIDE COMMUNITY and CORPORATE PARTNER LEVELS

Partner Contribution Commitment

- Cash donation in the amount of \$ _____
- Goods and / or Services _____ Estimated Value \$ _____
- Gift(s) in Kind _____ Estimated Value \$ _____

COMMUNITY PARTNER LEVEL

TCGPWA 2017

For your donation, you will be recognized by TCGPWA in the following ways:

- Community Partner Level**
Any corporation or business that provides \$ 1,000 + in cash **OR** goods and/or services of \$ 2,000 +.

Community Sponsors will receive the following:

- A Half Page Ad in the Pride Souvenir Program (May 1st, Deadline)
- A logo in the Community Partner Section of the Pride Souvenir Program
- A Waived Parade Entry Fee for the October 7th Pride Parade
- A 10' x 10' Vendor Space at the October 7th Water Garden Festival
- A 10' x 10' Vendor Space at the October 8th Pride Picnic
- A logo on the TCGPWA website
- Inclusion in Facebook advertising

For your donation, you will be recognized by TCGPWA in the following ways:

❑ **Jewel Level**

Any corporation or business that provides \$ 3,000 + in cash **OR** goods and/or services of \$ 5,000 +.

Jewel Sponsors will receive the following:

- A Half Page Ad in the Pride Souvenir Program (May 1st, Deadline)
- A logo in the Corporate Partner Section of the Pride Souvenir Program
- A Waived Parade Entry Fee for the October 7th Pride Parade
- A 10' x 10' Vendor Space at the October 7th Water Garden Festival
- A 10' x 10' Vendor Space at the October 8th Pride Picnic
- Your Logo & Link on the TCGPWA website
- Inclusion in Facebook advertising
- Inclusion in all sponsor announcements (Parade, Festival & Picnic)
- TCGPWA Acknowledgment Certificate

❑ **Bronze Level**

Any corporation or business that provides \$ 5,000 + in cash **OR** goods and/or services of \$ 7,500 +

Bronze Sponsors will receive the following:

- A 10' x 10' Vendor Space at Pride Easter Hunt & Pet Fest, April 1st
- A Full Page Ad in the Pride Souvenir Program (May 1st, Deadline)
- A logo in the Corporate Partner Section of the Pride Souvenir Program
- A Waived Parade Entry Fee for the October 7th Pride Parade
- A 10' x 10' Vendor Space at the October 7th Water Garden Festival
- A 10' x 10' Vendor Space at the October 8th Pride Picnic
- Your Logo & Link on the TCGPWA website
- Inclusion in Facebook advertising
- Inclusion in all sponsor announcements (Parade, Festival & Picnic)
- TCGPWA Acknowledgment Award
- 8 Rainbow Longhorn Insignia Cloisonné Pins

❑ **Silver Level**

Any corporation or business that provides \$ 7,500 + in cash **OR** goods and/or services of \$ 10,000 +.

Silver Sponsors will receive the following:

- A 10' x 10' Vendor Space at Pride Easter Hunt & Pet Fest, April 1st
- A Full Page Ad in the Pride Souvenir Program (May 1st, Deadline)
- A logo in the Corporate Partner Section of the Pride Souvenir Program
- A Waived Parade Entry Fee for the October 7th Pride Parade
- A 10' x 10' Vendor Space at the October 7th Water Garden Festival
- A 10' x 10' Vendor Space at the October 8th Pride Picnic
- Your Logo & Link on the TCGPWA website
- Inclusion in Facebook advertising
- Inclusion in all sponsor announcements (Parade, Festival & Picnic)
- Placement of your organization's banner at the Water Garden Festival & Picnic Stages
- TCGPWA Acknowledgment Award
- Table of 8 Reserved Seats at TCGPWA Awards
- 12 Rainbow Longhorn Insignia Cloisonné Pins
- 8 Rainbow Longhorn Insignia T-shirts

❑ Gold Level

Any corporation or business that provides \$ 10,000 or more in cash **OR** goods and/or services of \$ 15,000 or more.

Gold Sponsors will receive the following:

- A 10' x 10' Vendor Space at Pride Easter Hunt & Pet Fest, April 1st
- A Full Page Premium Ad in the Pride Souvenir Program (May 1st, Deadline)
- A logo in the Corporate Partner Section of the Pride Souvenir Program
- A Waived Parade Entry Fee for the October 7th Pride Parade
- A 10' x 10' Vendor Space at the October 7th Water Garden Festival
- A 10' x 10' Vendor Space at the October 8th Pride Picnic
- Your Logo & Link on the TCGPWA website
- Your Logo included on all applicable Pride 2017 print advertising
- Inclusion in Facebook advertising Posters & Posts
- Inclusion in all sponsor announcements (Parade, Festival & Picnic) and all applicable Pride Events prior to Gay Pride Week
- Placement of your organization's banner at the Water Garden Festival & Picnic Stages
- TCGPWA Acknowledgment Award
- 2 Tables of 8 Reserved Seats at TCGPWA Awards
- 16 Rainbow Longhorn Insignia Cloisonné Pins
- 16 Rainbow Longhorn Insignia T-shirts

❑ Platinum Level

Any corporation or business that provides \$ 15,000 or more in cash **OR** goods and/or services of \$ 20,000 or more.

Platinum Sponsors will receive the following:

- A 10' x 10' Vendor Space at Pride Easter Hunt & Pet Fest, April 1st
- A Full Page Premium Ad in the Pride Souvenir Program (May 1st, Deadline)
- A logo in the Corporate Partner Section of the Pride Souvenir Program
- A Waived Parade Entry Fee for the October 7th Pride Parade
- Your own standard Float, professionally produced w/your logo
- A 10' x 10' Vendor Space at the October 7th Water Garden Festival
- A 10' x 10' Vendor Space at the October 8th Pride Picnic
- Your Logo & Link on the TCGPWA website
- Your Logo included on all applicable Pride 2017 print advertising
- Inclusion in Facebook advertising Posters & Posts
- Inclusion in all sponsor announcements (Parade, Festival & Picnic) and all applicable Pride Events prior to Gay Pride Week
- Placement of your organization's banner at the Water Garden Festival & Picnic Stages
- Your Logo included in all TCGPWA applicable Publication & Online Advertising
- TCGPWA Acknowledgment Award
- 2 Tables of 8 Reserved Seats at TCGPWA Awards
- 16 Rainbow Longhorn Insignia Cloisonné Pins
- 16 Rainbow Longhorn Insignia T-shirts

Signature _____ Date _____

<u>INTERNAL USE</u>	
Amount Due Received	
☒	<u>Logo Received</u> ☒
	<u>Banner Received</u> ☒
	<u>Ad Received</u> ☒

TCGPWA has a variety of Partner, Brand Placement, "Gifts In Kind" and Advertising Opportunities throughout the year. For more information on these and other ways you may participate and support the organization, contact: Tony Coronado 817-495-5891, tonyconradodsns@aol.com

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