



April, 2011

To our GLBT Community of Tarrant County, it's Families, Friends and Supporters

We began our 30th Anniversary, on December 19th, by updating and reinforcing to our membership the direction and goals for 2011 and how they relate to our vision and mission statement. TCGPWA is organized to produce and facilitate Family Friendly, of a safe environment, "Pride" celebrations and events and to promote a positive image for and of the community regarding Gay, Lesbian, Bisexual and Transgendered individuals as well as, educate and celebrate the diversity of the GLBT Community of Tarrant County, it's Families, Friends and Supporters.

For 28 years, we did not avidly advertise/market our celebration to the general public. Considering that all our concessions to attendees were gratis, we would fall way short of the demand. Now that we **had to** incorporate concession fees last year because of increased expenses, lack of donations, a poor economy, etc, we are considered a "Special Event" by corporate standards. The result is our community has become a noticeable GLBT Market of Fort Worth/Tarrant County.

We serve Tarrant County and have begun to reach out to all our Community in the 41 Incorporated Areas; Southlake, Grapevine, Arlington, Burleson, Benbrook, Grand Prairie, HEB, etc. We are challenging all of those communities in Tarrant County to organize, participate with and invest in **their community** as well as, have a presence throughout the year in their areas and at our 30th Anniversary in October.

30th Anniversary is set for: Thursday, September 29th thru Sunday, October 9th, 2011.

Saturday, October 1st - Downtown Fort Worth is "Ride the Rainbow", Pride Parade. 10am - 12 pm & Pride Street Festival, 12pm - 6pm. Sunday, October 2nd - Trinity Park is Pride Picnic, 12pm - 6pm.

Our organization is embarking on a historic year with initiatives that will include organized, mainstream, activities & events for marketing, fundraising, gathering, socializing, etc. We have established a relationship with the FW Convention & Visitors' Bureau as well as renewed and strengthened our partnership with the FWPD and City of Fort Worth.

It is our time now, as a substantial GLBT Community, and we invite you to participate. Be a part of the success of your community through volunteerism/your generous contribution.

CELEBRATING 30 YEARS OF PRIDE
1981- 2011

Tony Coronado
817-495-5891 (c)

Corporate Partner &
Sponsorship Chair

www.tcgpwa.org

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



TARRANT COUNTY GAY PRIDE WEEK ASSOCIATION
30TH ANNUAL PRIDE CELEBRATION
CORPORATE PARTNER APPLICATION

Thursday, September 29th
thru
Sunday, October 9th, 2011

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

Gay Pride Week is one of the longest running Pride Celebrations in the State of Texas. During Gay Pride Week, TCGPWA schedules and facilitates events for all week long with our non-profit organizations and local clubs. There are well over 10,000 plus people forecasted to attend this years' historic Pride Celebrations

As a Community Minded Organization, a substantial percentage of TCGPWA's year-end funds are contributed to local charities. However, it would not be possible without the generous donations of the community and support of Partners & Sponsors, who provide goods, services and cash donations to underwrite Gay Pride and strengthen its reputation for service to the GLBT Community of Tarrant County, throughout the State of Texas.

We invite you to be a Partner in this celebratory week through your participation and generous donation. With the many events staged by TCGPWA, throughout the year, there is an abundance of marketing and product placement opportunity for "gifts in kind" as auction items, for drawings, prizes, prize packages, etc. In Tarrant County no donation is too small or great! All is appreciated.

GENERAL INFORMATION

Booklet Advertising Deadline: Sunday, August 21st, 2011. You may email to: Tony Coronado @ tonycoronadodsns@aol.com and copy to: booklet@tcgpwa.org

"Ride the Rainbow" TCGPWA 30TH Anniversary Celebration - Pride Parade & Street Festival
Saturday, October 1st, 2011 Parade Start Time: 10 AM Parade Line-up: 8:00 AM

Pride Picnic - TCGPWA 30TH Anniversary Celebration
Sunday, October 2nd, 2011 Picnic Time: Noon to 6 PM Picnic Location: Arts Pavilion at Trinity Park.

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

Tarrant County Gay Pride Week Association is organized to produce and facilitate Family Friendly, of a safe environment, "Pride" Celebrations & Events and to promote a positive image for and of the community regarding Gay, Lesbian, Bisexual and Transgendered individuals, as well as, educate and celebrate the diversity of the GLBT Community of Tarrant County, its Families, Friends and Supporters.

Our 2 main events are our Gay Pride Parade & Picnic. We are embarking on a historic 30th Anniversary Event. We are taking our Parade, from the near south side area, to Main St - Downtown Fort Worth. We have secured a date and are on our way. We are attaching a program, the "Street Festival", to this parade downtown which includes a stage, representation of our community, entertainment, vendors & concessions with areas to include, "Pride Pets & "Pride Kids"

TCGPWA PRIDE PARTNER LEVELS

PARTNER LEVELS

TCGPWA 2011

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

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

Jewel Level

Any corporation or business that provides \$ 1,000 + in cash **OR** goods and/or services of \$ 1,500 +.

Jewel Sponsors will receive the following:

- A Business Card ad in the GPW Booklet (August 21st, Deadline)
- A logo on the TCGPWA website
- Inclusion in all sponsor announcements at the Parade
- Invitation to the TCGPWA Awards & Volunteer Appreciation Party
- TCGPWA Acknowledgment Certificate

Bronze Level

Any corporation or business that provides \$ 2,000 + in cash **OR** goods and/or services of \$ 3,000 +.

Bronze Sponsors will receive the following:

- A Quarter Page ad in the GPW Booklet (August 21st, Deadline)
- A logo on the TCGPWA website
- A Waived Parade Entry Fee for the October 1st GPW Parade
- Inclusion in all sponsor announcements at the Parade
- Invitation to the TCGPWA Awards & Volunteer Appreciation Party
- TCGPWA Acknowledgment Award

Silver Level

Any corporation or business that provides \$ 3,000 + in cash **OR** goods and/or services of \$ 4,500 +.

Silver Sponsors will receive the following:

- A Half Page ad in the GPW Booklet (August 21st, Deadline)
- A logo and link on the TCGPWA website
- Placement of your organization's banner at the Parade
- A Waived Parade Entry Fee for the October 1st GPW Parade
- Inclusion in all sponsor announcements at the Parade and Picnic
- 2 Reserved Seats at the TCGPWA Awards & Volunteer Appreciation Party
- TCGPWA Acknowledgment Award
- 4 Commemorative TCGPWA 2011 T-shirts

Gold Level

Any corporation or business that provides \$ 4,000 + in cash **OR** goods and/or services of \$ 6,000 +.

Gold Sponsors will receive the following:

- A Full Page ad in the GPW Booklet (August 21st, Deadline)
- A logo and link on the TCGPWA website & FACEBOOK
- Placement of your organization's banner at the Parade and Picnic
- A Waived Parade Entry Fee for the October 1st GPW Parade
- A 10' x 10' Vendor Space at the October 1st GPW Street Festival
- A Vendor Booth at the October 2nd GPW Picnic, includes a 10' x 10' covered space, 1 table & 2 chairs
- Inclusion in all sponsor announcements at the Parade, Picnic and all applicable TCGPWA Events prior to Gay Pride Week
- 4 Reserved Seats at the TCGPWA Awards & Volunteer Appreciation Party
- TCGPWA Acknowledgment Award
- 6 Commemorative TCGPWA 2011 T-shirts

❑ **Platinum Level**

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

Platinum Sponsors will receive the following:

- A Premium Full Page ad in the GPW Booklet (August 21st, Deadline)
- A logo and link on the TCGPWA website & FACEBOOK
- Placement of your organization's banner at the Parade, Picnic and all applicable TCGPWA Events prior to and including Gay Pride Week
- A Waived Parade Entry Fee for the October 1st GPW Parade
- A 10' x 10' Vendor Space at the October 1st GPW Street Festival (Set up not included)
- A Vendor Booth at the October 2nd GPW Picnic, includes a 10' x 10' covered space, 1 table & 2 chairs
- Inclusion in all sponsor announcements at the Parade, Picnic and all applicable TCGPWA Events prior to and including Gay Pride Week
- 6 Reserved Seats at the TCGPWA Awards & Volunteer Appreciation Party
- TCGPWA Acknowledgment Award
- 8 Commemorative TCGPWA 2011 T-shirts
- Your Logo included in all TCGPWA Publication & Online Advertising

Signature _____	Date _____
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<u>INTERNAL USE</u>	
<u>Amount Due Received</u>	<input type="checkbox"/>
<u>Logo Received</u>	<input type="checkbox"/>
<u>Banner Received</u>	<input type="checkbox"/>
<u>Ad Received</u>	<input type="checkbox"/>
<u>Goods Received</u>	<input type="checkbox"/>
<u>Services Rendered</u>	<input type="checkbox"/>

TCGPWA also has a variety of Sponsorship and Advertising Opportunities with events, throughout the year. Events to participate in, range from Pledge Pageants, Drawings, Dances, Bingo, Shows and a Casino/Games Nite. For more information on these and other ways you may participate and donate to the organization, contact: Tony Coronado 817-495-5891, tonycoronadodsns@aol.com