

Re: PRIDE WEEK 2019



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 organized to produce and facilitate a family friendly, safe environment. "Pride" celebrations and events are to promote a positive image for the community regarding LGBT+ 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.

**38th Anniversary: Thursday, October 3rd - Sunday, October 13th, 2019**

October 5th, Saturday, in Downtown Fort Worth is Pride Parade, 11AM Start Time & Water Garden Festival, 11AM - 6PM

October 6th, 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**

- Entertainment 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**

- Treasure Hunt & Pet Fest and the Pride Kids Zone - fur babies, 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.
- 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

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

OFFICERS

Tony Coronado  
President

Michelle Coronado Arnold  
Vice-President

Richard Tinker  
Treasurer

Burke Husberg  
Secretary

**TARRANT COUNTY GAY PRIDE WEEK ASSOCIATION  
38th ANNUAL PRIDE  
PARTNER APPLICATION**

**Thursday, October 3rd  
Thru  
Sunday, October 13th, 2019**



---

**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**

---

Digital Program Advertising Deadline: Sunday, August 18th, 2019. Please email to: Tony, [tony coronadodsns@aol.com](mailto:tony coronadodsns@aol.com)

**TCGPWA 38th Anniversary - Pride Parade & Water Garden Festival**

Saturday, October 5th, 2019    Parade Start Time: 11 AM    Festival Time: 11 AM - 6 PM    Location: Downtown FW

**Pride Picnic - TCGPWA 38th Anniversary Celebration**

Sunday, October 6th, 2019    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 2019

Tarrant County Gay Pride Week Association, a not-for-profit 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 Transgender+ 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 2019

---

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 Digital Souvenir Program (August 18th, Deadline)
- A logo in the Community Partner Section of the Pride Souvenir Program
- A Waived Parade Entry Fee for the October 5th Pride Parade
- A 10' x 10' Vendor Space at the October 5th Water Garden Festival
- A 10' x 10' Vendor Space at the October 6th 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 Digital Souvenir Program (August 18th, Deadline)
- A logo in the Corporate Partner Section of the Pride Digital Souvenir Program
- A Waived Parade Entry Fee for the October 5th Pride Parade
- A 10' x 10' Vendor Space at the October 5th Water Garden Festival
- A 10' x 10' Vendor Space at the October 6th 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 Treasure Hunt & Pet Fest, 2020
- A Full Page Ad in the Pride Digital Souvenir Program (August 18th, Deadline)
- A logo in the Corporate Partner Section of the Pride Digital Souvenir Program
- A Waived Parade Entry Fee for the October 5th Pride Parade
- A 10' x 10' Vendor Space at the October 5th Water Garden Festival
- A 10' x 10' Vendor Space at the October 6th 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 Treasure Hunt & Pet Fest, 2020
- A Full Page Ad in the Pride Digital Souvenir Program (August 18th, Deadline)
- A logo in the Corporate Partner Section of the Pride Digital Souvenir Program
- A Waived Parade Entry Fee for the October 5th Pride Parade
- A 10' x 10' Vendor Space at the October 5th Water Garden Festival
- A 10' x 10' Vendor Space at the October 6th 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
- 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:

- Presenting Sponsor Designation
- A 10' x 10' Vendor Space at Pride Treasure Hunt & Pet Fest, 2020
- A Full Page Premium Ad in the Pride Digital Souvenir Program (August 18th, Deadline)
- A logo in the Corporate Partner Section of the Pride Digital Souvenir Program
- A Waived Parade Entry Fee for the October 5th Pride Parade
- A 10' x 10' Vendor Space at the October 5th Water Garden Festival
- A 10' x 10' Vendor Space at the October 6th Pride Picnic
- Your Logo & Link on the TCGPWA website
- Your Logo included on all applicable Pride 2019 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
- 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:

- Presenting Sponsor Designation
- A 10' x 10' Vendor Space at Pride Treasure Hunt & Pet Fest, 2020
- A Full Page Premium Ad in the Pride Digital Souvenir Program (August 18th, Deadline)
- A logo in the Corporate Partner Section of the Pride Digital Souvenir Program
- A Waived Parade Entry Fee for the October 5th Pride Parade
- Your own standard Float, professionally produced w/your logo
- A 10' x 10' Vendor Space at the October 5th Water Garden Festival
- A 10' x 10' Vendor Space at the October 6th Pride Picnic
- Your Logo & Link on the TCGPWA website
- Your Logo included on all applicable Pride 2019 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
- 16 Rainbow Longhorn Insignia Cloisonné Pins
- 16 Rainbow Longhorn Insignia T-shirts

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

INTERNAL USE <hr/> <b>Amount Due Received</b> ● <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](mailto:tonyconradodsns@aol.com)

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

**2019 TC PRIDE PARADE - STONEWALL**  
**SATURDAY, OCTOBER 5TH**  
**PARADE STARTS 11:00 AM**  
 STAGING BEGINS AT 8:00 AM

**PARADE LEGEND**

ROUTE BEGINS: WEATHERFORD @ COMMERCE, HEADS SOUTH TO E. LANCASTER, DISBURSES EAST OR WEST.

WALKING ENTRY STAGING

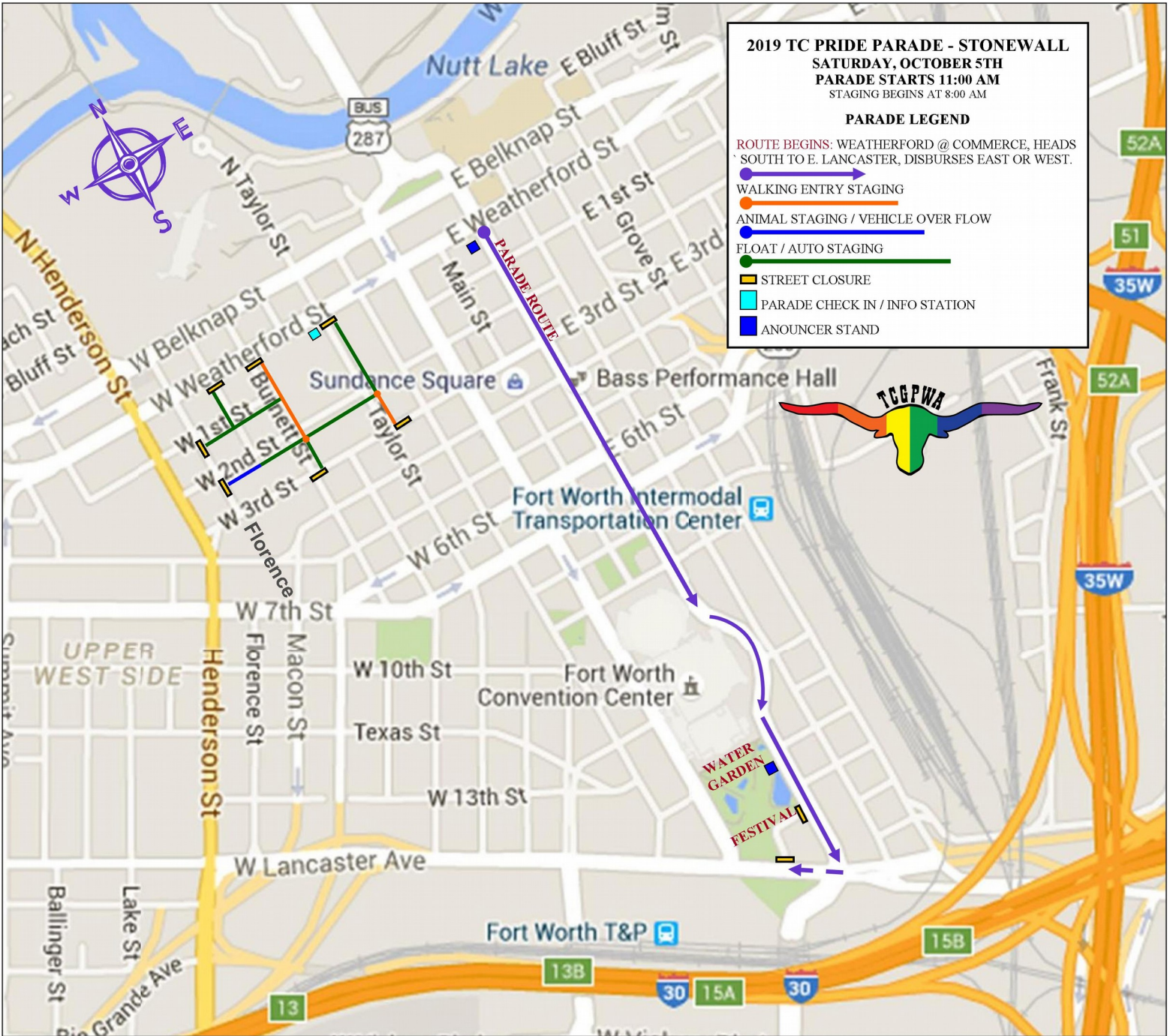
ANIMAL STAGING / VEHICLE OVER FLOW

FLOAT / AUTO STAGING

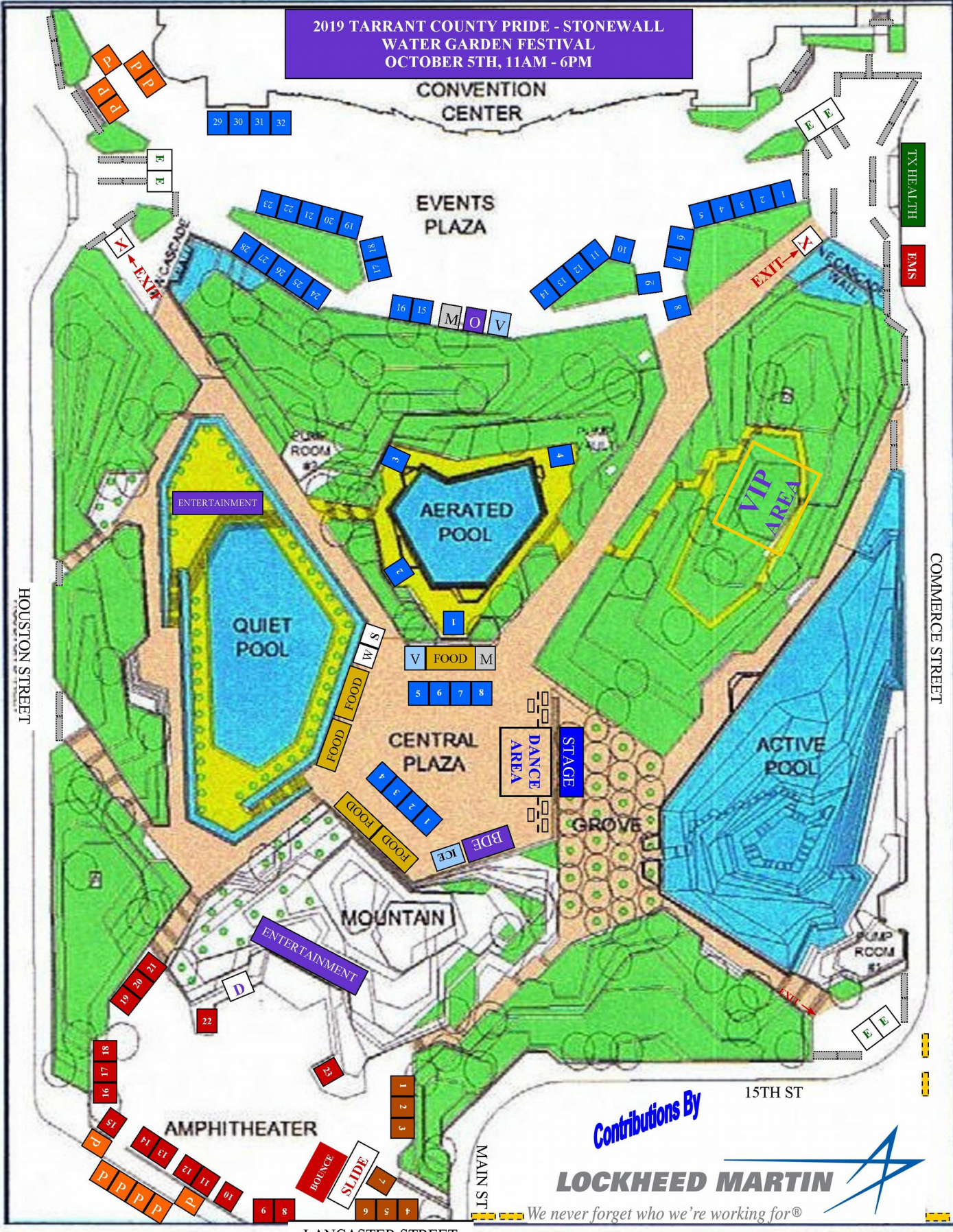
STREET CLOSURE

PARADE CHECK IN / INFO STATION

ANOUNCER STAND

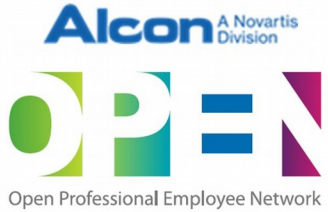


**2019 TARRANT COUNTY PRIDE - STONEWALL WATER GARDEN FESTIVAL**  
**OCTOBER 5TH, 11AM - 6PM**



*Contributions By*  
**LOCKHEED MARTIN**  
 We never forget who we're working for®

SITE MAP LEGEND			
Barricade	Entrance	Kids Slide	Port - a - Pots
Bounce House	Food	Family Vendor	TX Health Resources
Chair Seating	Food Tables	Merchandise	Vendors
Bar Service	Ice	Office	Volunteer Check In
		Pet Vendors	Water
		Stage	
		Soda & Water	



**2019 PRIDE PICNIC - STONEWALL**  
**SUNDAY, OCTOBER 6TH**  
**12:00 PM - 6:00 PM**  
**TRINITY PARK**



*Contributions By*

