

**PRESENTED BY**

**CLEVELAND LESBIAN GAY BI TRANS PRIDE, INC.  
DBA \CLEVELAND PRIDE, INC.**

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3210 EUCLID AVE, CLEVELAND OH 44115  
(216) 226-0004 (VOICE/FAX)

**Cleveland Pride, Inc.**  
**2012 VENDOR/EXHIBITOR PACKAGE**  
**SATURDAY, JUNE 23<sup>RD</sup>, 2012**

DOCUMENT DATED: JANUARY 14<sup>TH</sup>, 2012



CONTACT INFORMATION

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### **MISSION STATEMENT AND PURPOSE**

Cleveland Lesbian-Gay-Bi-Trans Pride, Inc. dba\Cleveland Pride, Inc. (Cleveland Pride) exists to be the catalyst for bringing awareness, education, and knowledge of the queer community to the general public in order to discourage/eliminate prejudice and discrimination on the basis of a person's actual or perceived sexual orientation or gender identity.

Cleveland Pride openly recognizes and embraces all individuals of the queer community that identify as gay, lesbian, bisexual, transgender, queer questioning, intersex, and straight allies; while understanding that each group identified exist in all ages, races, national origins, and physical abilities. We acknowledge that each group depends on and supports the other group(s) to sustain, nurture and develop fundamental progress in basic human and civil rights for all people.

Cleveland Pride will achieve this mission statement by educating institutions, industries and the general public; sponsor educational forums, awareness discussions, informational displays, supportive gatherings, other related organized events, and an annual rally, parade and festival. These will be accomplished by facilitating a financial model to fund and maintain an endowment through obtaining grants, conducting fundraisers, and promoting donation campaigns.

### **THE IMPORTANCE OF BEING PRESENT AS A VENDOR AT CLEVELAND PRIDE 2012**

Each June communities all over the world celebrate Gay Pride Month to commemorate the Stonewall Riots of 1969 that sparked the gay rights movement in America. Cleveland's Pride is among the first half dozen such celebrations started in the U.S., making our Parade, Rally and Festival among the longest continuing Pride events in the country.

In 1989, our pride celebration began as a small event located on W. 29th Street, a small side street on the near west side with several hundred people, one stage and a dozen vendors. We added a Parade to our festivities in 1990 with 600 walking tall. In 1994, we came out of our closet moving first to public square and then in 1996 to our current location at Voinovich Park, behind the Rock and Roll Hall of Fame, enjoying the amazing Cleveland skyline and the wonders of Lake Erie. In 2011, Cleveland Pride broke record attendance at 17,800 participants for the entire day.

Cleveland Pride's festival is ***the largest*** annual event that brings together our LGBT and straight allied families, friends, organizations and corporations. We have individuals present representing ages from infants to elderly, many races and nationalities, all spectrums of gender and sexual orientation, almost every profession and career, and during that gathering, we know and feel that **"united we stand, we are not alone!"**

Your presence as a vendor or exhibitor makes it possible for our annual parade, rally and festival to be the most incredible experience for an individual that finally realizes **"they are not alone" and that they are welcomed as equals by our presenting vendors and exhibitors.** Also consider joining us in our parade and be a volunteer.

The LGBT community is one of the most brand loyal segments of our population and your donation will be recognized by the LGBT community for your dedication and support. We are a 100% volunteer organization from the board of directors to the general volunteers. We run lean and depend on your support. Thank you!

### **EQUAL EMPLOYMENT/VOLUNTEER OPPORTUNITY (EEO) STATEMENT**

Cleveland Pride is a full volunteer organization without staffing. However, services providers and consultants may be engaged from time to time to promote or produce events for the organization. All employees, volunteers service providers, and consultants play an important role in maintaining an environment of equal opportunity.

It is the policy of Cleveland Pride to promote and ensure equal employment and volunteer opportunities for all persons regardless of race, color, sex, national origin, religion, age, disability, sexual identity, sexual orientation or genetic information. Equal employment opportunity principles govern all aspects of the organizations personnel engagement policies, program practices, and operations. All phases of employment (whether through contracted services or volunteerism), including recruitment, hiring, evaluation, promotion, transfer, assignment, training, benefits and separation, shall be conducted in compliance with equal employment opportunity laws and regulations.

## **2012 VENDOR/EXHIBITOR REGISTRATION**

### **Communicating with Cleveland Lesbian-Gay-Bi-Trans-Pride, Inc**

Welcome to our family, Cleveland Lesbian-Gay-Bi-Trans Pride, Inc. (hereinafter referred to as **Cleveland Pride, Inc.**) You may participate in Cleveland Pride, Inc. in many ways, those include: various planning committees, or "day of" as a volunteer, a parade participant, an exhibitor, a vendor, an entertainer, or other service provider. You have various ways to contact members of the Board or our coordinators. We encourage you to use [ExecutiveBoard@clevelandpride.org](mailto:ExecutiveBoard@clevelandpride.org) when needed to speak directly to our Board President, Board Vice-President, Board Treasurer, or Board Secretary.

### **Key Registration Dates:**

**2012 Early Bird Pricing Discounts** (register From **January 1<sup>st</sup>** through **April 16<sup>th</sup>** – to receive discounts ranging from **\$35 off down to \$10 off**) final Early Bird deadline is **April 16<sup>th</sup>, 2012**.

**2012 Regular Pricing** (register From **April 16<sup>th</sup>** through **May 23<sup>rd</sup>, 2012**) deadline is **May 23<sup>rd</sup>, 2012**.

**2012 Late Pricing** (effective - **May 24<sup>th</sup>, 2012**) applications postmarked on or after May 24<sup>th</sup>, 2012, will be assessed a \$100 late fee.

### **#### NOTICE ####**

**All pricing are dependent on the submission of a "complete registration package" which includes signed registration form, certificate of insurance – Cleveland Pride named insured, and enclosed payment (checks only). All other submissions will not be accepted and effective dates for pricing will be applied once all items are submitted.**

### **Event Schedule:**

Cleveland Pride, Inc. Parade and Festival 2012 is a one-day event that will be held Saturday June 23<sup>rd</sup>, 12 p.m. – 8:00 p.m. The Parade will be held on Saturday with step off at 12:00 NOON leading to Voinovich Bicentennial Park. Exhibitor and Vendor tear down will commence no earlier than 8:00 pm.

### **This application is required for the following Pride Participants:**

- ✓ Commercial Exhibitor/Booth
- ✓ Non-Profit Exhibitor/Booth
- ✓ Food Vendor/Booth

### **Need Support?!, contact the following individuals as appropriate**

[executiveboard@clevelandpride.org](mailto:executiveboard@clevelandpride.org)

FAX: 216-226-0004

Voice: 216-226-0004

***Cleveland Pride is the exclusive seller of alcoholic, pop and water products. No alcoholic, pop or water products may be advertised or sold at the event. No products, services, information may be promoted, advertised, sold or distributed or otherwise presented at the event without expressed, written consent of Cleveland Pride, Inc.***

**2012 EXHIBITOR/VENDOR INFORMATION**

**BUSINESS/ORGANIZATION CONTACT INFORMATION -**

|  |   |   |  |
|--|---|---|--|
| <b>Name Of Company</b>   |   | <b>Primary Contact Name</b>                         |  |
| <b>Street Address</b>  |   | <b>Website URL:</b>                                 |  |
| <b>City, State, Zip</b>  |   | <b>Email Address:</b>                               |  |
| <b>Primary Phone Number (for daytime contact):</b>   |   | <b>FAX Number:</b>                                  |  |
| <b>Alternate Phone Number (for evening contact):</b>   |   | <b>VENDOR Federal ID:</b><br>--or--                 |  |
| <b>501(c)3 certificate # and IRS determination letter, State filing issued as a non-profit corporation</b> | IRS Determination/Cert #<br>State of Corporate Filing   | <b>VENDOR SSN#:</b>                                 |  |
| <b>Description of business services, products, or materials to be distributed or sold:</b>                 | <p><b>Note: temporary food vendors must provide federal ID or social security number, along with all city permits, unless purchased through Cleveland Pride. <u>Permanent Food Vendors must submit their active Food Permits</u></b></p> <p><b>Enter detailed description of proposed services, products and/or materials to be sold:</b></p> |   |  |
| <b>Day of festival contact name:</b>   |   | <b>Day of Festival Contact Mobile Phone Number:</b> |  |

- **Non-profits must enclose a copy of their IRS 501c3 status; prices guaranteed by postmark.**
- **All booths are sold as a 10 x 10 space. If you find that you need more space please mark the appropriate booth size below.**
- **All applications received after May 23<sup>RD</sup>, 2012 will have an additional \$100.00 late application fee and the vendor is responsible to obtain all required permits.**

**2012 EXHIBITOR/VENDOR PRICING MATRIX**

| Vendor/Exhibitor Space<br>(rates are effective by US<br>postmark date)  | 2012 Rates<br>(DISCOUNT/SURCHARGE SCHEDULE BELOW)  |   |
|---|--|---|
| <b>SELECT BOOTH TYPE, enter pricing into rightmost column</b>   |  |   |
| for-profit with food  | \$380  | \$  |
| for-profit  | \$300  | \$  |
| non-profit*, with food  | \$245  | \$  |
| non-profit*, selling items  | \$210  | \$  |
| non-profit*, informational items<br>only  | \$185  | \$  |
| <b>SELECT APPLICABLE DISCOUNT/SURCHARGE, enter pricing into rightmost<br/>column (ALL AMOUNTS WILL BE VERIFIED BY POSTMARK)</b> |  |   |
| DISCOUNT/SURCHARGE FOR<br>COMPLETE<br>Postmark by:  | <ul style="list-style-type: none"> <li>• -\$35.00 discount until 01/31/2012</li> <li>• -\$25.00 discount until 02/29/2012</li> <li>• -\$15.00 discount until 03/31/2012</li> <li>• -\$10.00 discount until 04/16/2012</li> <li>• 2012 rates w/o penalty until 05/23/2012</li> <li>• +\$100.00 late fee after 05/23/2012 (while<br/>space available)</li> </ul> | ENTER<br>AMOUNT PER<br>POSTMARK<br>DATE<br><br>\$ |
| <b>NEED MORE SPACE - SELECT UPGRADE, enter pricing into rightmost column<br/>(ALL AMOUNTS WILL BE VERIFIED BY POSTMARK)</b>     |  |   |
| Booth size<br>(only for booths bigger than<br>10x10)  | 10x20 (\$100 up charge)<br>10X30 (\$200 up charge)<br>20x20 (\$300 up charge)<br>20X30 (\$400 up charge)   | \$  |
| PREMIUM LOCATION – high<br>traffic area located in park<br>(ENTER AMOUNT PER<br>POSTMARK DATE)                                  | <ul style="list-style-type: none"> <li>• +\$100.00 until 04/16/2012</li> <li>• +\$110.00 until 05/23/2012</li> <li>• +\$120.00 after 05/23/2012 (while space<br/>available)</li> </ul>   | \$  |
| <b>SELECT ITEMS BELOW, enter pricing in rightmost column</b>  |  |   |
| PURCHASE CANOPY – <i>all<br/>vendors &amp; exhibitors are<br/>required to have a canopy<br/>(while supplies last)</i>           | <ul style="list-style-type: none"> <li>• +\$125.00 until 04/16/2012</li> <li>• +\$150.00 until 05/23/2012</li> <li>• +\$175.00 after 05/23/2012</li> </ul>   | \$  |
| PERMITS –   |  |   |
| ○ Food Handlers   | \$70   | \$  |
| ○ Fire – charcoal   | \$45   | \$  |
| ○ Fire – wood   | \$45   | \$  |
| ○ Fire – gas  | \$45   | \$  |
| ○ Electrical – 110/220  | \$75   | \$  |
| ADDITIONAL ITEMS -  |  |   |
| ○ 1 additional chair  | \$10   | \$  |
| ○ 2 additional chairs   | \$15   | \$  |
| ○ 1 additional table  | \$20   | \$  |
| ICE BAGS –  |  |   |
| ○ 1 bag - \$3.00  | ENTER QUANTITY->   | \$  |
| ○ 8 bags - \$20.00  |  |   |
| <b>SUBTOTAL</b>   |  | \$  |
| MANDATORY DEPOSIT*  | \$75   | \$75  |
| <b>GRAND TOTAL AMOUNT</b>   |  | \$  |

**PAYMENT:**

Make Checks Payable to **Cleveland Pride, Inc.** before May 7, 2012.

**All other payments after May 7, 2011: MUST be by MONEY ORDER or CASHIERS CHECK.** Mail or fax completed application, payment (501c3 document if non-profit organization – IRS Determination Letter) and proof of insurance to **3210 Euclid Avenue, Cleveland, OH 44115** or Fax 216-226-0004.

**COVERED CANOPY REQUIRED:**

All exhibitors/vendors are required to cover exhibitor/vendor area with a free standing canopy. Exhibitors/vendors with trucks or trailers which contain or provide a built-in cover are excluded.

**CERTIFICATE OF INSURANCE:**

Applications and funds will not be considered completed without all accompanying documents, certificates, permits, registration forms, and payments.

**VOLUNTEER APPRECIATION RAFFLE**

Volunteers are the work engine of pride. Yes! (list items)  
Would you like to contribute raffle items for the volunteers?

## **2012 EXHIBITOR / VENDOR RULES & REGULATIONS**

### **Communicating With Deaf and Hard of Hearing Individuals at Pride:**

Did you know that deaf and hard of hearing individuals comprise 10% of the population in the United States? To make sure that you are reaching this large and diverse population, please provide information in a visible (written) format. When selling food, drink, or clothing, please use posters, banners and brochures or signs to indicate prices and sizes, enabling deaf or hard of hearing individuals to easily shop at your booth. Consider providing laminated menus or sample items of different sizes so that deaf or hard of hearing individuals can point to their selections when placing orders. Your cooperation in creating an accessible environment for deaf and hard of hearing people at the Cleveland Pride Parade and Festival will be greatly appreciated.

### **Product Exclusivity:**

Product exclusivity is only granted to those companies that pay an exclusivity fee established by Cleveland Pride, Inc.. Please call Cleveland Pride, Inc. for details. Cleveland Pride, Inc. reserves the sole right to determine who will be granted exclusivity and to determine the number of businesses that sell similar products and/or services.

### **Trademarks:**

Cleveland Pride, Inc. reserves the right to the use of its logos, name, marks, symbols and other intellectual property. Any use of these without express written permission is a violation of the agreement with Cleveland Pride, Inc. and will result in expulsion from the Festival. Trademarks registered to Cleveland Pride, Inc. include: Cleveland Lesbian-Gay-Bi-Trans Pride, Inc. and Cleveland Pride, Inc.

### **Your Space:**

Exhibitors will have a 10'x10' area with a 6-foot table and two folding chairs. One additional table and/or up to two additional chairs can be ordered per booth. If you need an additional booth or more space than this, contact us to make arrangements. We have "Premium Location", they are the highest traffic areas for vendors within the Festival. They are the front row (between the main gate and the main stage) and the diagonal walk (in front of the main stage). Because these locations are so highly requested, we are offering guaranteed placement with a surcharge. There is limited availability, so these spots are offered on a first come, first serve basis. These spots are NOT available to food vendors; we will still have our prominent food court.

### **Placement:**

Cleveland Pride, Inc. has final determination over the placement of all exhibitors. Cleveland Pride, Inc. reserves the sole right to place exhibitors on any location that it deems fit.

### **Noise:**

As a courtesy to other exhibitors, vendors, and attendees, please limit amplified sound from your booth.

### **Firearms:**

Firearms, loaded or unloaded, concealed or exposed are strictly prohibited from any float or walking group throughout the parade or at any exhibitor or vendor booth area at the Pride Festival at Voinovich Park. Exclusions include Cleveland Pride, Inc. hired Cleveland Police officers pertaining to security contracts.

### **Insurance and Exhibitor/Vendor Permits:**

All participants must provide their own insurance and sign the Hold Harmless Agreement, which is included in this packet. It is the responsibility of each Vendor to obtain the necessary permits from the State of Ohio. Permit information is available by calling the Ohio State Department of Taxation at 1-888-405-4039.

### **Deposits:**

A deposit is required by every vendor. The deposit is refunded to you by mail within two weeks after the event.

### **Payments:**

Payment, including any applicable fees, must be made in full. Payment may be made using a personal/business check (before May 7<sup>th</sup>, 2012), or money order/cashier's check (after May 7<sup>th</sup>, 2012). Checks and money orders should be made payable to Cleveland Pride, Inc. **Cash payments can only be made in person at Cleveland Pride, Inc., 3210 Euclid Avenue, Cleveland, OH 44114 - Do not mail cash!** Partial payments or invoicing will not be accepted. Receipts can be issued only by request. All checks must clear the bank upon first presentation or you may be barred from participation on the day of the event, without prejudice to any other rights or remedies available to Cleveland Pride, Inc. Full payment and all required paperwork must accompany your application to be complete. Incomplete applications will be returned to sender, hindering your eligibility for available spaces. Postdated checks are not accepted. If offered, you can apply and pay online with a credit card for Pride 2012. Please visit our website for additional information at [www.ClevelandPride.org](http://www.ClevelandPride.org).

### **Deadlines:**

The application deadline is 5:00 p.m. on May 23<sup>rd</sup>, 2012. **Late applications have no guarantee of accommodation.**

### **Contract:**

This registration form serves as our contract.

### **Confirmation Process:**

You will receive a call prior to the event confirming your participation as a participant. You will also receive an email with your booth assignment, if applicable, and check-in instructions the week of the Pride Festival.

### **Deposits:**

Deposits will not be returned if you leave your area in disorder, damage the facilities or on-site equipment, start taking your booth down before the official festival closes, leave early, or do not check out with the exhibitor coordinator. By submitting this form, you (and your organization) agree in good faith that you do not discriminate on the basis of race, color, national origin, age, religion, disability, gender or sexual orientation.

**AGREEMENT TO RULES, REGULATION, TERMS & CONDITIONS:**

I, Exhibitor or Vendor, have read and agree and will abide by all the rules, regulations, terms and conditions of the Cleveland Pride Contract as stated herein. I have the authority to contractually bind Exhibitor or Vendor to this Contract. I authorize the charges stated above; Payment in full must accompany registration package. *Postmark determines pricing.*

Exhibitor Authorization Signature \_\_\_\_\_ Date \_\_\_\_\_

TOTAL AMOUNT: \_\_\_\_\_

Accepted By Cleveland Pride \_\_\_\_\_ Date \_\_\_\_\_

**REGISTRATION CHECKLIST**

**(Please check all appropriate boxes – Incomplete applications will not be accepted)**

- Check enclosed to CLEVELAND PRIDE, INC.
- Completed & Signed Vendor/Exhibitor Vendor Application Contract
- certificate of insurance – Cleveland Pride named insured
- payment (personal or business check; bank cashiers or certified check)
- copy of permanent food vendor permit

**Deposit Return Information:**

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_