



2025 Loudoun Pride Festival Participation Package

Dear Friends,

We hope this message finds you well! I'm reaching out on behalf of the Loudoun Pride Festival, a beloved local celebration of the LGBTQ+ community, to kindly request your support at our upcoming Pride festival, taking place on May 31st, at our exciting new venue, Ida Lee Park, in Leesburg, VA. Above all, we need committed individuals calling for financial support from sponsors and individuals willing to stand up and stand out at the largest regional Pride festival in the face of adversity!

As you may know, the current political climate in the United States has brought with it challenges to the LGBTQ+ community, with numerous efforts to roll back vital DEIA initiatives and transgender rights that have made our society more welcoming and inclusive. In these times of uncertainty, Pride festivals like ours play a crucial role in not only celebrating the identities of our LGBTQ+ neighbors but also advocating for continued equality, justice, and recognition. In the darkness, we are committed to #LightTheWay!

This year, we promise a Festival intended to be more impactful than ever before. Our new venue allows us to reach even more members of our community while offering enhanced accessibility and space for connection and celebration. Your support will help ensure the festival's success and provide much-needed resources for advocacy, education, and awareness in the face of political challenges.

By supporting this event, you will not only contribute to the creation of an inclusive space for all but also send a powerful message of support for DEIA initiatives and LGBTQ+ rights, which remain under threat all across this country. It is with partners like you that we can continue making strides toward a more equitable and compassionate future for our community.

We would be honored to have your support this year and look forward to the opportunity to collaborate with you. If you're interested in learning more about sponsorship options or have any questions, please see the attached sponsorship packet or reach out. Whether you can be our Platinum Sponsor or spare a few dollars in addition to your ticket donation to help us address rising costs amid falling support, together, we can make this year's Pride Festival an unforgettable celebration of love, equality, and resilience.

Warm regards,

Jenny Parsons
President
Cheerful Spaces & The Loudoun Pride Festival

REGISTRATION

Becoming a sponsor is a simple 3-step process!

- 1. Register on our easy registration portal by visiting loudounpride.org/join.
- 2. Pay for your sponsorship level on the portal, if less than \$1,000, or by check mailed to us.
- 3. Send us a copy of your logos in high resolution or in .svg formats if Gold Sponsor and up.

If you have any questions, email info@loudounpride.org!

SPONSORSHIP LEVELS

<div><div>2025 LOUDOUN PRIDE FESTIVAL</div><div>SPONSORSHIP BENEFITS INFO@LOUDOUNPRIDE.ORG</div></div>					
SPONSOR LEVEL	VENDOR + NONPROFIT	BRONZE (\$500)	SILVER (\$1,000)	GOLD (\$2,500)	PLATINUM+ DIAMOND (\$5,000-10,000)
BASIC SITE + TABLE + WEBSITE PROFILE + SOCIALS	+	+	+	+	+
MAIN PAGE LOGO + INDIVIDUAL SOCIALS + GRAPHICS PACKAGE		+	+	+	+
ONSITE BANNER LOGOS + STAGE BOTTOM BANNER + DIGITAL ADS			+	+	+
TICKET LOGOS + DELUXE TENT + PREMIUM DIGITAL ADS + ACTIVITY SPONSOR SIGNAGE + STAGE MAIN BANNER LOGOS				+	+
PLATINUM: AREA SPONSOR SIGNAGE + POSTER SIGNAGE DIAMOND: + MAIN STAGE SPONSOR					+

SPONSORSHIP DETAILS

- We can only include sponsors on digital ads after registration and logos have been received.
- To maximize your investment, please register early.
- If the timing of the payment is an issue, we can make arrangements.
- Each tier below contains all the previous benefits listed.

SPONSORSHIP PACKAGES

- **VENDORS + NONPROFITS** | Your team will get a 10'x 10' space at the festival, a 6-foot table, your business listed on our website for up to 1 year, free entry for four provided upon arrival, and grouped social media postings.*Bonus, get \$50 off the cost to join the Equality Allies with our partners at Equality Loudoun.
- **BRONZE SPONSORS** | Your logo will be featured on the bottom banner of the Loudoun Pride Festival website main page, we'll make individualized social media postings, and send your team a customized social media graphics package.
*Bonus, get 50% off the cost to join the Equality Allies with our partners at Equality Loudoun.
- **SILVER SPONSORS** | Your logo included in on-site area banners at the festival, your logo included in the base banners on the Main Stage, and your logo included in premium digital ads sent via newspaper, social media ads, and flyers.
- **GOLD SPONSORS** | Your logo will appear on all 5,000 tickets sold as well as premium digital advertisements, and at the Festival your team will see custom signage celebrating your sponsorship on our main stage banners, on specific activity signage, and from the comfort of a pre-arranged set up tent, table, and chairs in our rainbow alley!
- **PLATINUM SPONSORS** | Your organization will be featured with premium signs as an area sponsor at either the Alcohol & Food, Vendors & Non-Profits, or Activities & Fun areas. Your logo will also be featured at the exclusive LPF '25 Pride Poster, available exclusively to our premium sponsors.
- **DIAMOND SPONSORS** | Your organization will be featured with premium signs as the sponsor of the Main Stage, with exclusive branding opportunities and an on-stage cameo!

TERMS AND CONDITIONS

- **ORGANIZERS** | The Loudoun Pride Festival is hosted by Cheerful Spaces, a local, small business currently pending a 501(c)4 charitable organization designation in partnership with our friends at Equality Loudoun, a registered 501(c)3 non-profit charitable organization. All contractors, vendors, nonprofits, and sponsors shall be referred hereafter as Participants and those purchasing tickets shall be referred to as Attendees.
- **PLACEMENT** | Our team will make available all arrival instructions, booth assignments, and important messages available online at

loudounpride.org/backstage. Only one vehicle per Participant, please. Check that site at least one week prior for any updates. Each Participant shall receive a 6-foot table unless otherwise listed in the sponsorship tier.

- **TIMING** | The event is hosted from 12 – 6 pm. All Participants shall arrive no later than 11 am. Vehicles are not permitted on Festival grounds between 11:30 am – 6:15 pm, and participants shall be required to remove their materials by walking them out during those hours. Participants may start arriving as early as 10:00 am unless otherwise arranged.
- **SPECIAL REQUESTS** | What is listed in the sponsorship details above includes all activities that are explicitly permitted or allowed. Participants may not exceed the dimensions of their booth to ensure we comply with fire and safety laws. Requests for additional space, vehicles, or anything not explicitly listed must be cleared via email to info@loudounpride.org at least 7 days before the event.
- **FOOD & ALCOHOL** | All vendors serving food, alcohol, beverages, or homemade goods are not allowed to register through the normal registration process and will be refunded. Due to permits and required compliance with local food and liquor laws, such vendors are by invitation only. We have already made our selections for the 2025 Festival. Otherwise, Participants may provide store-bought, non-perishable, and pre-wrapped goods, such as candy, for the public. All other food or beverage must be for personal consumption only. Participants are allowed to bring in a cooler or food for those associated with their organization only. **Participants may not sell consumable goods.**
- **ARRIVAL** | Vehicles should arrive at the Ida Lee Park field entrance gate along King Street (look for signage on the wooden fence). Do not enter through the normal Ida Lee Park entrance. Vendors and nonprofits will be assigned to a Row and will set up their locations on a first-come, first-serve basis. If you would like to be placed by a specific vendor please arrive together, otherwise **we cannot make any special placements**. Upon entry at your site, drop off all materials, remove your vehicle, and park in the vendor parking area **before** setting up.
- **TICKETS** | All staff or volunteers for your group not arriving with your group will need to purchase tickets. We will not be providing additional tickets. Each Participant is allotted one vehicle. Additional vehicles will need to park at the Pennington Lot off of King Street and walk or ride the shuttle to the Park.
- **VOLUNTEERS** | Our on-site volunteers are available to direct Participants to their site locations. We will not have volunteers available to help you set up or staff your site.
- **UTILITIES** | There will be no electricity or water supplied to any site.
- **BEHAVIOR** | All Participants and their volunteers are expected to be courteous and professional to event staff, volunteers, attendees, and the beautiful park we call

home to this Festival. Prohibited behavior includes pushing sales to Attendees, aggressive or confrontational behavior, politicking, proselytizing, or damage to the area. There is no smoking, vaping, excessive cursing, weapons, or aggressive behavior permitted while on Festival grounds. Any anti-LGBTQ+, bigoted, or discriminatory behaviors are grounds for immediate expulsion without a refund.

- **PAYMENT** | Any payments towards the Festival shall be considered a charitable donation. Payments shall be due immediately. If other arrangements are needed, please contact us at info@loudounpride.org prior to submission. All donations are non-refundable.
- **AGREEMENT** | By submitting an application, you agree to all terms and conditions listed in this document as an authorized agent of your company or organization (the term "you" or "your" herein shall be made in reference to that company or organization). To submit your application, you must file online at loudounpride.org. We will not accept paper applications. Sponsorship applications will close on April 30th, with no exceptions to allow time for us to fulfill our obligations to you. Your application is only final once you meet the criteria listed in the terms and conditions of this document, submit a full and accurate application, and complete your donation or authorize donations through agreed upon terms with event management. If you require an extended period of time to submit a donation, please email info@loudounpride.org to request an exception.
- **PERMITS** | All Participants shall procure, at their own cost and time, any licensing, insurance, or permits required by their company or activity for their participation. Festival organizers shall only be responsible for procuring event permitting and licenses and are not responsible for loss or damages.
- **REMOVAL** | Failure to comply with these terms and conditions will be grounds for immediate expulsion or removal from event participation or the event grounds at any time, without warning or notice, at the discretion of our event staff. Upon removal for non-compliance with these terms and conditions or for any activity contrary to the mission of the Loudoun Pride Festival, participants shall not be entitled to a refund.
- **LIABILITY** | Equality Loudoun holds a policy for liability insurance coverage covering the Loudoun Pride Festival in an amount not less than One Million U.S. Dollars (\$1,000,000.00) for any single occurrence that shall cover activities hosted explicitly by our organization as part of the Loudoun Pride Festival. By agreeing to these terms and conditions, you acknowledge that your company or organization holds a comparable liability coverage and/or you shall not hold Equality Loudoun

at fault, nor file claim against our insurance, nor file suit to seek damages or compensation, for any activities, harm, damage, or issue resulting from the Loudoun Pride Festival.

- **INDEMNIFICATION** | Each of the terms set forth in these terms and conditions are hereby agreed to by Participant/Applicant and, without limiting the forgoing, the Participant/Applicant hereby agrees to be liable for, and shall indemnify, and hold Equality Loudoun Inc., Cheerful Spaces, and the Loudoun Pride Festival as well as volunteers, staff, vendors, partners, and/or contractors (each, an "Indemnitee" and collectively, the "Indemnities"), harmless from, to the full extent allowed by law, and all claims, suits, damages, liabilities, fines, professional fees, including attorney's fees (including all such expenses incurred in enforcing this indemnity agreement), costs, expenses and disbursements, related to death, personal injuries, or property damages (including legal expenses) incurred by Indemnites, and defend, at Participant/Applicant's sole cost and expense, any lawsuit or action brought against Indemnites or any of them arising out of or in connection with any act or omission by the Application or its employees, agents, subcontractors, or performers of work, or as a consequence of, the work of the Application under this Agreement, whether cause in whole or in part by the Application or its agents, representatives, subcontractors, suppliers, or employees. Such liability and indemnity shall include, without limitation, Application's liability for an indemnity of Indemnites for any damage, loss, or expense incurred by Indemnites, or any of them, a result of the action performer by Application or its employees, agents, subcontractors, or performed.