



ATLANTA LABOR DAY PRIDE WEEKEND PRIDE GUIDE ADVERTISING APPLICATION



Business / Organization _____

Contact _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____ URL _____

Please describe your organization's services, or business product: _____

Please check one or more of the following and include payment. Any ad above business card size includes a one-year listing on www.atlantaprideweekend.com

PRINTED PRIDE GUIDE:

- | | | | |
|--|-------|--|-------|
| <input type="checkbox"/> 1 / 2 Page Vertical (2.125" x 7.5") | \$250 | <input type="checkbox"/> 1 / 2 Page Horizontal (4.5" x 3.625") | \$250 |
| <input type="checkbox"/> Full Page BLEED (5.75" x 8.75") | \$500 | <input type="checkbox"/> Full Page W.O BLEED (5.5 x 8.5") | \$500 |
| <input type="checkbox"/> Graphics Design Fee: \$100.00 | | | |

- HOTEL SIGNAGE: 2ft wide x 6ft tall graphic installed retractable banner stand \$500
 2ft wide x 6 ft tall Banner \$250

PURE HEAT COMMUNITY FESTIVAL STAGE BANNER:

Right Side and/or Left Side: 2500.00

Advertising Total: _____

Payment Options: Check Enclosed Money Order Enclosed Credit Card:

Name on Card _____

Address _____ City _____ State _____ Zip _____

Expiration _____ Security Code _____

NOTE: Distribution of the pride guide will begin on or around August 28th, 2019, and will continue throughout Pride Weekend. The pride guide will also be used as a souvenir booklet for attendees long after the weekend is over. The deadline for submission of ad space to the Pride Guide is Thursday, August 1st, 2019. Please be advised that as an advertiser, you will be responsible for creating your ad for submission to the guide prior by the deadline. In the event you are in need of assistance with creation of your ad, our Graphic Design Team will be happy to assist you with graphic design. The fee for graphics design services is not included in the cost for ad space. Should you need our graphics design services, you must submit this request no later than August 1st, 2019.



PURE HEAT 2019 MARKET VENDOR APPLICATION



In order to process this application, the agreement must be signed, dated and returned with payment.

Host Hotel Vendor Date: Friday & Saturday, August 30th- 31st , 2019 FESTIVAL DATE: SUNDAY, September 1, 2019

Host Hotel: TBD

Festival: Piedmont Park, Midtown Atlanta

PLEASE DESCRIBE YOUR BUSINESS/NONPROFIT:

WHAT TYPE OF GOODS/SERVICES/INFO WILL YOU BE OFFERING FOR PURCHASE OR GIVING AWAY?

Company Name _____

Address _____ Suite# _____

City _____ State _____ Zip _____ (BILLING ZIP CODE PLEASE)

Primary Contact _____ Position _____

Work Phone ____-____-____ Day Phone ____-____-____ Fax ____-____-____ Cell Phone ____-____-____

Email: _____ Website: _____

(A) Community Festival Vendor Price Per Space Guide

| SMALL BUSINESS | | NON PROFIT | LARGE BUSINESS/NATIONAL CORPORATION | |
|---------------------------|----------------------|----------------------------|-------------------------------------|----------------------|
| On or before 4/15/2019 | \$500.00 (per space) | \$450.00(Per Space) | On or before 4/15/2019 | \$750.00 (per space) |
| On or before 5/15/2019 | \$600.00 (per space) | | On or before 5/15/2019 | \$850.00 (per space) |
| On or before 6/31/2019 | \$700.00 (per space) | | On or before 6/15/2019 | \$950.00 (per space) |
| After 7/1, (if available) | \$800.00 (per space) | | After 7/1 (if available) | 1000.00 per space |

| All Applicants | Additional Options | SUB TOTAL |
|---|--|-----------|
| Number of spaces: _____ Vendor Booth is a 10'x10' covered space, no walls | Limit of 5 spaces per business/non profit | |
| Discounted Full Color Ad in Festival Magazine | Full: \$300* Half: \$150* Quarter: \$75* | |
| 1 10x10 space (Space provided only. Does not Include Tent, Table and Chairs) | \$125 (If PHCF Provides 1 10x10 tent, 1 Table & 2 Chairs) Additional Tent(105.00) Additional Table(\$20.00) Additional Chairs (\$5.00) | |
| Electricity (optional) | \$75 Per Drop | |
| Website listing with link (optional)*Purchaser to provide art _____ | \$25 | |

(B) Host Hotel – Vendor Price Per Space Guide

| | | | |
|---|--------------------|-------------------------|------------------------------|
| 2019 PH Pride Weekend Host Hotel Vendor Daily Rate | (6x6 space) | \$175.00 Per Day | Fri 8.30__ Sat 8.31__ |
|---|--------------------|-------------------------|------------------------------|

PAY BY CREDIT CARD: Card # _____ Exp Date: ____/____ Amount to charge \$_____.

Name on card: _____ 3 Digit Number CC Verification Code(on back of card)_____

Billing Zip Code for Credit Card: _____ **Pay via PayPal:** anotherfamilyaffair@gmail.com | Checks payable to Pure Heat Community Foundation

PURE HEAT 2019 VENDOR MARKET VENDOR RULES & REGULATIONS

Pure Heat Vendor Market agreement for the Pure Heat 2019 Market Vendor agrees to each and all clauses set forth in this agreement and identified in the Pure Heat Market application herein incorporated by reference. Failure by the Market Vendor to abide by any clauses set forth in this agreement of the Pure Heat Atlanta Labor Day Pride Weekend & Community Festival 2019 (hereinafter known as PHALDPW & PHCF) gives The Vision Community Foundation & Traxx Girls, Inc. (hereinafter known as VCF & TG) and/or the authorized agents of PHALDPW & PHALDPW & PHCF reserve the right to (1) immediately terminate this agreement (2) require PHCF Market Vendor, immediately upon notice of violation of this agreement, to cease operations and vacate the premises, and (3) forfeit any and all fees paid to PHCF for the right and privilege of participating as a PHALDPW & PHCF Market Vendor of the Pure Heat Atlanta Labor Day Pride Weekend

& Pure Heat Community Festival 2019. No clauses of this agreement may be changed in any way or altered without the written, signed permission of PHALDPW & PHCF.

1. Pets of any kind are strictly prohibited on the grounds of the Pure Heat Community Festival, per the City of Atlanta.
2. PHCF retains the exclusive rights to serve and sell all drink beverages (this includes water) at all sites and operations of the Pure Heat Community Festival 2019. Serving or selling any beverage including water and food is prohibited. PHCF reserves the right to confiscate for the duration of the festival any beverages including water or food. Any failure to strictly adhere to this policy may result in the immediate termination of this agreement and immediate forfeitures of any and all fees paid to PHCF. PHCF Pure Heat Community Festival Market Vendor agrees and acknowledges that household pets, amplified sound, power generators of any kind, barbecue grills, within or around your designated booth space and staking of any implement which pierces the soil is strictly prohibited. Such restrictions are required pursuant to PHCF's permits and agreements with the City of Atlanta for public health and safety as well as environmental and park infrastructure hazards/concerns which may not be immediately apparent to the PHCF Market Vendor. Any violation herein shall be considered a material breach of this agreement by PHCF Market Vendor and shall result in immediate termination of this agreement and forfeiture of any and all fees paid to PHCF. Further, PHCF Market Vendor may be subject to both civil and possible criminal liability under the rules and ordinances of the City of Atlanta.
4. PHCF agrees to provide each PHCF Market Vendor of the 2019 Pure Heat Community Festival with a 10 x 10 space to which you can either provide your own 10x10 tent, table & 2 chairs or rent one of our 10x10 tents, with one table and two chairs per assigned space in the Pride Market of the PHCF 2019. In the event the PHCF Market Vendor fails to appear at the PHCF and claim their reserved market space by 12:00 Noon, Eastern Time Zone, on Sunday, September 1, 2019, PHCF reserves the right to assign, and or resell, such space to another prospective PHCF Market Vendor without further notice, nor refund, to the undersigned PHCF Market Vendor. If it appears, or it is necessary, for the undersigned PHCF Market Vendor to arrive later than the time noted above, it is the undersigned's responsibility to notify and make arrangements with the PHCF Market Vendor agrees and acknowledges to abide by all directions by PHCF and the City of Atlanta, which seek to protect the environment and infrastructure of City Parks and the safety of Festival patrons.
5. Out of fairness and consideration of all PHCF participants, PHCF Market Vendor acknowledges and agrees to only utilize such space contained within the confines of its booth, and not to extend beyond 5 feet directly in front of its booth, for any sales, distribution, or other solicitation by the PHCF Market participant. PHCF Market Vendor acknowledges and agrees that they are strictly prohibited from "canvassing" or otherwise roaming the PHCF Grounds in any effort to promote its booth's purpose. PHCF will make every reasonable effort, as allowed by law, to prohibit any unauthorized "canvassing."
6. PHCF Market Vendor hereby acknowledges its liability, and agrees to compensate PHCF, for any damage(s) caused by, including but not limited to, its representatives, agents, employees, volunteers, members, vehicles, equipment, materials, objects to the environs and infrastructure of city parks which causes PHCF to pay for the repair, replacement, or other remuneration to the City of Atlanta for such damage to the environment or infrastructure of a city park.
7. PHCF Market Vendors shall not sublet their space to anyone.
8. PHALDPW & PHCF Market Vendor shall not display, offer for view or sell any illegal or contraband items. The laws of the State of Georgia and local ordinances of the City of Atlanta and Fulton County shall control. PHCF Market Vendor shall not display, offer for view or sell any items that are unlicensed and/or copies/interpretations of licensed or registered items at any and all sites and operations of the Pure Heat Atlanta Labor Day Pride Weekend & Pure Heat Community Festival 2018.
9. PHALDPW & PHCF reserves the right to place PHALDPW & PHCF Market Vendors in a booth location at the complete discretion of PHCF. PHCF shall have sole and complete authority to place the participant in any location contained in the PHALDPW & PHCF Market Place, irrespective of the participant's request. PHALDPW & PHCF makes no representation, nor does it guarantee any volume of "foot-traffic" of PHALDPW & PHCF Guests in any area of the PHALDPW & PHCF Market. PHALDPW & PHCF cannot speculate, nor control, the popularity of one area of the PHALDPW & Pure Heat Community Festival over the other.
10. PHALDPW & PHCF Market Vendor agrees to obey all rules and instructions as directed by the PHALDPW & Pure Heat Community Festival Market Vendor Coordinators during the festival day, any failure to strictly adhere to such instructions may result in the immediate termination of this agreement and immediate forfeitures of any and all fees paid to PHCF.
11. PHALDPW & PHCF reserves the right to prohibit, within any PHALDPW & PHCF Market Vendor booth or on the host hotel and festival grounds, the display, advertisement, or other promotion of any business, company, or organization which may be in conflict with a current PHALDPW & PHCF sponsor. Any questions concerning current PHALDPW & PHCF sponsors should be directed to the Deputy Director prior to the event. Any PHALDPW & PHCF Market Vendor seeking to profile within its PHALDPW & PHCF Market Booth Space any "For Profit Company," must first obtain written permission from PHALDPW & PHCF concerning such inclusion, regardless of whether or not a sponsor conflict exists. Furthermore, such profiling in the Festival Market Booth, signage and/or other materials of the "For Profit Company" shall not exceed in physical size and or number greater than 25% of the total signage and or other materials posted and or offered by the Market Vendor.

