



SPONSORSHIP PACKET  
**Kalamazoo Pride 2019**  
June 7th & 8th





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#### CONTACTS

**OutFront Kalamazoo**

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Kalamazoo, MI 49007

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**Fax:** 269.349.7490

**Youth Group:**

youth@outfrontkzoo.org

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transcend@outfrontkzoo.org

**General Info:**

contact@outfrontkzoo.org

[www.outfrontkzoo.org](http://www.outfrontkzoo.org)

February 19, 2019

Dear Community Partner:

#### Welcome to Kalamazoo Pride 2019!

As the biggest fundraiser and community-building event of **OutFront Kalamazoo** – your local LGBTQ center and advocate for equality – Kalamazoo Pride is a wonderful opportunity to show your support for the LGBTQ community of Southwest Michigan as we love who we are and love who we love.

Last year's Pride festival was an enormous success, and we look forward to another fantastic celebration. **Kalamazoo Pride 2019** will take place again on the second weekend in June – **Friday, June 7** and **Saturday, June 8, 2019** – at the Arcadia Creek Festival Site.

Kalamazoo Pride brings together an estimated **8,000 people** of all different ages, genders, sexual orientations, and racial identities from Southwest Michigan and beyond. By partnering with OutFront Kalamazoo for Kalamazoo Pride 2019, your business or organization will be exclusively marketed to this diverse group. LGBTQ folks and our allies are a loyal community, devoted to supporting the businesses that support us.

Kalamazoo Pride 2019 is shaping up to have great entertainment on the stage, delicious food, and family-friendly activities. As in previous years, Saturday afternoon includes our Vendor Alley where local businesses and organizations can have a space to promote their goods and services. This event offers **multiple marketing opportunities** for you and your business, including:

- **Pride Sponsor:** Choose from six available levels of event visibility or talk to us about a custom sponsorship. See details on the following pages.
- **Pride Partner:** Nonprofit organizations and other agencies that would like to share information or promote themselves at the event are welcome to have a space in Saturday's Vendor Alley.
- **Pride Vendor:** Do you have food or goods to sell? We invite vendors and individual artisans to participate in Saturday's Vendor Alley. A limited number of food vendors will be selected to participate on both days of Pride.
- **Pride Guide Advertiser:** Full- and half-page black and white ads are available for purchase in our pocket-sized book, which serves as a valuable reference guide for our community on Pride weekend and throughout the year.

We hope you will consider participating in Kalamazoo Pride 2019. Please note our revamped and improved sponsorship levels. **Registration forms and payment are due by Friday, May 10th, 2019, at 5pm** to secure your space at Kalamazoo Pride 2019.

It is only thanks to the generous support of the greater Kalamazoo community that we can continue our work to create a just, inclusive, and supportive environment in Southwest Michigan for people of all sexual orientations and gender identities and expressions.

If you have any questions, please email [pride@outfrontkzoo.org](mailto:pride@outfrontkzoo.org) or contact Krystina Edwards at (269) 349-4234 or [krystina@outfrontkzoo.org](mailto:krystina@outfrontkzoo.org).

Sincerely,

Denise Miller, *Executive Director, OutFront Kalamazoo*

Find out more details about the event at [www.pride.outfrontkzoo.org](http://www.pride.outfrontkzoo.org).

## Pride Sponsor Information (Page 1 of 2)

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Pride sponsors are businesses and organizations that wish to show their support of the greater Kalamazoo LGBTQ community and their friends and allies with a significant contribution to our work. Kalamazoo Pride 2019 offers multiple marketing opportunities; please choose from the following sponsorship levels or contact us for a custom sponsorship. You can either complete the attached registration form and deliver it to OutFront Kalamazoo or visit [www.pride.outfrontkzoo.org/sponsor](http://www.pride.outfrontkzoo.org/sponsor) to fill out the registration form and submit your payment online.

### Presenting Sponsor *(one available)*

- Company listed after “presented by” on all media, print materials, and banners
- Exclusive placement of web ad (980w x 260h) or logo on the Kalamazoo Pride homepage
- Sponsorship listing on the Kalamazoo Pride 2019 webpage, in the OutFront Kalamazoo bi-weekly e-newsletter, and via social media
- Free, full-page color (3.75" w x 5" h) premier placement advertisement in the Pride Guide
- Free information or vending space in a priority location on both days of the Pride festival
- Announcement of your business sponsorship throughout the event
- One-color imprint of your business logo on the back of official Kalamazoo Pride 2019 volunteer T-shirts
- Featured twice in the OutFront Kalamazoo e-newsletter with company logo and description
- And more...

### Premier Sponsor: \$6,500 *(four available)*

- Company listed as Premier Sponsor on event banners, digital media, and print materials
- Web ad (240w x 400h) on Kalamazoo Pride sub-page. *(OutFront Kalamazoo reserves the right to choose ad placement, which may rotate and be shared with other sponsors.)*
- Sponsorship listing on the Kalamazoo Pride 2019 webpage, in the OutFront Kalamazoo bi-weekly e-newsletter, and via social media
- Free, full-page color (3.75" w x 5" h) premier placement advertisement in the Pride Guide
- Free information or vending space in a priority location in Vendor Alley on Saturday from 2pm until 8pm
- Announcement of your business sponsorship throughout the event
- One-color imprint of your business logo on the back of official Kalamazoo Pride 2019 volunteer T-shirts
- Featured twice in the OutFront Kalamazoo e-newsletter with company logo and description

### Family Sponsor: \$3,000

- Company listed as Family Sponsor in digital media and print materials
- Sponsorship listing on the Kalamazoo Pride 2019 webpage, in the OutFront Kalamazoo bi-weekly e-newsletter, and via social media
- Free, full-page color (3.75" w x 5" h) premier placement advertisement in the Pride Guide
- Free information or vending space in a priority location in Vendor Alley on Saturday from 2pm until 8pm
- Announcement of your business sponsorship throughout the event
- One-color imprint of your business logo on the back of official Kalamazoo Pride 2019 volunteer T-shirts





## Pride Sponsor Information (Page 2 of 2)

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### Diamond Sponsor: \$1,500

- Company listed as Diamond Sponsor in digital media and print materials
- Sponsorship listing on the Kalamazoo Pride 2019 webpage, in the OutFront Kalamazoo bi-weekly e-newsletter, and via social media
- Free, full-page color (3.75" w x 5" h) premier placement advertisement in the Pride Guide
- Free information or vending space in a priority location in Vendor Alley on Saturday from 2pm until 8pm
- One-color imprint of your business logo on the back of official Kalamazoo Pride 2019 volunteer T-shirts

### Rainbow Sponsor: \$750

- Company listed as Rainbow Sponsor in digital media and print materials
- Sponsorship listing on the Kalamazoo Pride 2019 webpage, in the OutFront Kalamazoo bi-weekly e-newsletter, and via social media
- Free, full-page black and white (3.75" w x 5" h) premier placement advertisement in the Pride Guide
- Free information or vending space in a priority location in Vendor Alley on Saturday from 2pm until 8pm
- Listing of your business name on the back of official Kalamazoo Pride 2019 volunteer T-shirts

### Triangle Sponsor: \$400

- Company listed as Triangle Sponsor in digital media and print materials
- Sponsorship listing on the Kalamazoo Pride 2019 webpage, in the OutFront Kalamazoo bi-weekly e-newsletter, and via social media
- Free, half-page black and white (3.75" w x 2.375" h) premier placement advertisement in the Pride Guide
- Free information or vending space in Vendor Alley on Saturday from 2pm until 8pm\*
- Listing of your business name on the back of official Kalamazoo Pride 2019 volunteer T-shirts

\* If you do not wish to have a space in Vendor Alley on Saturday at Kalamazoo Pride 2019, please indicate this when you register. In lieu of a space, you can upgrade your ad to a full-page black and white size (3.75" w x 5" h) ad at no additional cost.

All registration forms, ad files, logos, and payment must be received by **Friday, May 10th at 5pm** to be included on the volunteer T-shirts and in the Pride Guide.



## Pride Partner Information

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Nonprofit organizations and other agencies are invited to have a space in Saturday's Vendor Alley at Kalamazoo Pride 2019. By placing your organization in front of our 8,000 attendees, you can highlight your work and support the LGBTQ community. You can either complete the attached registration form and deliver it to OutFront Kalamazoo or visit [www.pride.outfrontkzoo.org/sponsor](http://www.pride.outfrontkzoo.org/sponsor) to fill out the registration form and submit your payment online.

### Pride Partner: \$200

- Organization listed as a Pride Partner in digital media and print materials, including the Pride Guide
- Free information or vending space in Vendor Alley on Saturday from 2pm until 8pm
- Table and two chairs for Vendor Alley space
- Option to rent a canopy for the space (*\$100 additional, 10 available*)

Registration forms and payment must be received by **Friday, May 10th at 5pm** to be included in the event and listed in the Pride Guide.

## Pride Vendor Information

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Food vendors and individual artisans are invited to join us at Kalamazoo Pride 2019. You can either complete the attached registration form and deliver it to OutFront Kalamazoo or visit [www.pride.outfrontkzoo.org/sponsor](http://www.pride.outfrontkzoo.org/sponsor) to fill out the registration form and submit your payment online.

### Food Vendor: \$250 *(Friday and Saturday, required)*

- Vendor listing in digital media and print materials, including the Pride Guide
- Food and beverage vending space (15' x 15') on Edwards Street during both days of the Pride festival
- Table and two chairs for food prep or vending (if needed – please specify)

**Note for food vendors:** *A license from the Kalamazoo County Health Department must accompany this registration form or be sent to OutFront Kalamazoo no later than 30 days following acceptance of your registration. A separate concession agreement must be signed and returned to OutFront Kalamazoo no later than April 4, 2019. Food vendors must carry general liability insurance listing OutFront Kalamazoo and the City of Kalamazoo as additional insured. A copy of the proof of insurance must be sent to OutFront Kalamazoo no later than May 24, 2019.*

### Artisan Vendor: \$100 *(Saturday only)*

- Vendor listing in digital media and print materials, including the Pride Guide
- Free information or vending space in Vendor Alley on Saturday afternoon of the Pride festival (2pm until 8pm)
- 10 spots available for late-night extensions until 10pm for an additional \$50. (We must be informed of the products being offered.)
- Table and two chairs for Vendor Alley space
- No option to rent a canopy for the space

**Note for artisans:** *This category is for individual artisans who are interested in selling handmade items such as art or jewelry, not for organizations or larger businesses.*

All registration forms must be received by **Friday, May 10th at 5pm** to be considered for inclusion in the event and listed in the Pride Guide. Payment is due upon acceptance.

## Pride Guide Advertiser Information

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Kalamazoo Pride 2019 expects more than 8,000 attendees from Southwest Michigan and beyond. Our pocket-sized Pride Guides that include your advertisement or announcement are handed out at the front gate and posted online as PDF. Full- and half-page black and white ads are available for purchase in this small book, which serves as a valuable reference for our community throughout the year.

Review the advertising options below and then either complete the attached registration form and deliver it to OutFront Kalamazoo or visit [www.pride.outfrontkzoo.org/advertise](http://www.pride.outfrontkzoo.org/advertise) to fill out the registration form and submit your payment online.

### Pride Guide Ad: \$250 or \$125

- **Full-Page Advertisement: \$250**  
Size: 3.75"w x 5"h
- **Half-Page Advertisement: \$125**  
Size: 3.75"w x 2.375"h

**Note:** All advertisements are black and white (unless you are a Presenting, Premier, Family or Diamond sponsor).

### Accepted Formats

Files should be built to the purchased ad dimensions listed above and the resolution of all images should be 300dpi at the actual size used. **High resolution PDF files are preferred.** JPEG and TIFF files are also acceptable. Files should be sent to [pride@outfrontkzoo.org](mailto:pride@outfrontkzoo.org) by Friday, May 10th at 5pm. Please indicate the size of the ad purchased.

If you are a Presenting, Premier, Family, or Diamond Sponsor, please also include a one-color version of your business logo for printing on the back of the official Pride volunteer T-shirt. Vector art (Illustrator) preferred.

### Proud Announcement: \$50

Individuals are invited to submit a personal announcement to be published in the Pride Guide. Messages must be 40 words or less, positive, and family-friendly. Promote an event, share news, share love, show your support and show your pride. OutFront Kalamazoo reserves the right to edit submitted content that is not in alignment with our mission or the goals of Kalamazoo Pride.

**Registration forms, ad files, logos, and payment must be received by **Friday, May 10th at 5pm** to be included in the Pride Guide.**

# Sponsor, Partner & Vendor Registration Form

(Page 1 of 2)



2019 **kalamazoo**  
**PRIDE**  
LOVE WHO YOU ARE

## Due Friday, May 10, 2019 by 5pm

Please complete this form in its entirety and send it (along with your payment) to OutFront Kalamazoo or submit your registration and payment online at [www.pride.outfrontkzoo.org/sponsor](http://www.pride.outfrontkzoo.org/sponsor). Advertising artwork and logos (if applicable) are due at the same time.

TODAY'S DATE: \_\_\_\_\_ IS YOUR ORGANIZATION A NONPROFIT?  YES  NO

BUSINESS NAME: \_\_\_\_\_

IF DIFFERENT THAN ABOVE, BUSINESS NAME TO BE LISTED IN PROMO MATERIALS: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

PHONE: (     ) \_\_\_\_\_ FAX: (     ) \_\_\_\_\_

EVENT CONTACT NAME & NUMBER: \_\_\_\_\_

SPONSOR & PARTNER OPTIONS – Each sponsor or partner option comes with only one 10' x 10' space on Saturday (unless otherwise negotiated).	ENTER COST
Presenting Sponsor (full-page color ad and logo)	<b>— SOLD —</b>
Premier Sponsor (full-page color ad and logo): \$6,500	
Family Sponsor (full-page color ad and logo): \$3,000	
Diamond Sponsor (full-page color ad and logo): \$1,500	
Rainbow Sponsor (full-page B&W ad): \$750	
Triangle Sponsor (half-page B&W ad): \$400	
Pride Partner (no ad): \$200	
<b>SUB TOTAL:</b>	

Please note: Advertising artwork and logos are due to OutFront Kalamazoo by **Friday, May 10th at 5pm** to be included in the Pride Guide and on volunteer T-shirts.

VENDOR OPTIONS – Each vendor option comes with only one space in Vendor Alley. Food Vendors must sell food and beverages on both days of the festival.	ENTER COST
Food Vendor: \$250/each 15' x 15' space	
Individual Artisan: \$100/each 10' x 10' space (no canopies available for rent)	

EXTRAS (for Saturday's Vendor Alley: 2pm until 8pm) – Each sponsor, partner, and artisan space in Saturday's Vendor Alley comes with one table and two chairs, but no canopy. Extras may be requested below.	
10' x 10' canopy rental (includes set-up and tear down): \$100 (only 10 available)	
Additional table (max 2 per space): \$10/each	Indicate # _____
Extra chair (2 chairs included w/space): \$5/each	Indicate # _____
Electrical cord (max 2 per space): \$10/each	Indicate # _____
Late-night extension (until 10pm): \$50 (only 10 available)	
<b>SUB TOTAL:</b>	
<b>TOTAL COST:</b>	





# Sponsor, Partner & Vendor Registration Form

(Page 2 of 2)

## Due Friday, May 10, 2019 by 5pm

### IMPORTANT NOTES FOR ALL VENDOR ALLEY SPACES (SATURDAY ONLY)

- Vendor Alley set up is 12pm until 2pm. Vendor Alley hours are 2pm until 8pm.
- 10 spots available for late-night extensions until 10pm for an additional \$50. (We must be informed of the products being offered.)
- Each 10' x 10' space comes with one 8' table and two folding chairs. Extras available for an additional cost.
- Each 10' x 10' space comes with four entry tickets, received upon check-in. Any additional staff or volunteers will be required to pay the daily entry fee (\$10) to the festival.
- Only official food and beverage vendors can sell or give away food. Aside from small, wrapped candy, no food or beverage giveaway is permitted, unless specifically approved by Kalamazoo Pride.
- A limited number of canopies are available for rental and they will be rented out on a first-come, first-served basis.
- Personal canopies will only be permitted if they fit within the 10' x 10' space, are equipped with a fire extinguisher, and are properly secured and weighted.
- We will not be able to accommodate late requests for space or extra items.

Will you be bringing your own canopy?  NO  YES

(NOTE: PERSONAL CANOPIES WILL ONLY BE PERMITTED IF THEY ARE EQUIPPED WITH A FIRE EXTINGUISHER AND PROPERLY SECURED AND WEIGHTED.)

Please describe what you will be promoting, offering, or selling in your space:

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**FORM OF PAYMENT:**  CASH  CHECK PAYABLE TO OUTFRONT KALAMAZOO  CREDIT CARD\*

\* If paying by credit card, you can pay online or you can call us to arrange payment over the phone: (269) 349-4234.

Please complete this form and send it to OutFront Kalamazoo.

Mail: 340 South Rose Street, Kalamazoo, MI 49007

Email: [pride@outfrontkzoo.org](mailto:pride@outfrontkzoo.org)

Fax: (269) 349-7490

The deadline to register to be a part of Kalamazoo Pride 2019 is **Friday, May 10th at 5pm.**

Spaces in Saturday's Vendor Alley will be assigned based on sponsorship level, type of services provided, and the discretion of the Vendor Alley planning team. Sponsors at the Rainbow level and above will be given priority location placement within Vendor Alley. There are a limited number of spaces available and they will be given out on a first-come, first-served basis, at the discretion of OutFront Kalamazoo. Space sold out in 2016, 2017 and 2018 – get your registration forms in early to guarantee your spot!

**Any questions?** Email [pride@outfrontkzoo.org](mailto:pride@outfrontkzoo.org) or contact Krystina Edwards at (269) 349-4234 or [krystina@outfrontkzoo.org](mailto:krystina@outfrontkzoo.org).

# Pride Guide Advertiser Registration Form



2019 | kalamazoo  
**PRIDE**  
LOVE WHO YOU ARE

## Due Friday, May 10, 2019 by 5pm

Please complete this form in its entirety and send it (along with your payment) to OutFront Kalamazoo or submit your registration and payment online at [www.pride.outfrontkzoo.org/advertise](http://www.pride.outfrontkzoo.org/advertise). Advertising artwork is due at the same time.

TODAY'S DATE: \_\_\_\_\_ IS YOUR ORGANIZATION A NONPROFIT?  YES  NO

BUSINESS NAME: \_\_\_\_\_

IF DIFFERENT THAN ABOVE, BUSINESS NAME TO BE LISTED IN PROMO MATERIALS: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

PHONE: (    ) \_\_\_\_\_ FAX: (    ) \_\_\_\_\_

PRIDE GUIDE ADVERTISER OPTIONS	ENTER COST
Full-page B&W Ad (3.75"w x 5"h): \$250/each	
Half-page B&W Ad (3.75"w x 2.375"h): \$125/each	
Proud Announcement: \$50/each	
<b>TOTAL COST:</b>	

Describe what you will be promoting, offering, or selling in your advertisement:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Write the text of your Proud Announcement here (max 40 words):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**FORM OF PAYMENT:**  CASH  CHECK PAYABLE TO OUTFRONT KALAMAZOO  CREDIT CARD\*

\* If paying by credit card, you can pay online or you can call us to arrange payment over the phone: (269) 349-4234.

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Any questions? Email [pride@outfrontkzoo.org](mailto:pride@outfrontkzoo.org) or contact Krystina Edwards at (269) 349-4234 or [krystina@outfrontkzoo.org](mailto:krystina@outfrontkzoo.org).



## Exhibitor Regulations and Agreement (Page 1 of 2)

This agreement represents the entire agreement of the parties and supersedes any and all prior agreements.

For the purposes of this agreement, "Exhibitor" refers to all Pride Sponsors, Pride Partners, and Vendors that have space in Vendor Alley on Saturday, June 9, 2019 at the Kalamazoo Pride festival and Food Vendors that have space during both days of the festival. Kalamazoo Pride and OutFront Kalamazoo are hereafter referred to as "OutFront Kalamazoo."

Exhibitor agrees to use and occupy said space as provided for the purpose of exhibiting products or services, subject to the conditions set forth herein.

**CANCELLATIONS AND REFUNDS:** Except as expressly set forth in this paragraph, OutFront Kalamazoo shall make no refunds of monies paid for rental of the exposition space at the Kalamazoo Pride festival.

1. If the application for exhibition space is denied for any reason, or no reason, the fee will be refunded.
2. If the OutFront Kalamazoo event is canceled by reason of an Act of God, catastrophe, or other occurrence beyond the control of OutFront Kalamazoo and rescheduled for another date within 60 days of the original date, exhibitor shall receive a credit towards participation at the future event. If the event is canceled and cannot be rescheduled within the 60 days, exhibitor shall be refunded that portion of its payment which has been made for the event.

**PRODUCTS DISPLAYED:** Products or services exhibited must be used by or of interest to LGBTQ people. All exhibitors shall submit a list of merchandise, products, and services they intend to exhibit with their registration form. Failure to do so may result in vending space and/or late-night status being revoked without refund. The right to refuse participation to any applicant, for any reason, is at the sole discretion of OutFront Kalamazoo. OutFront Kalamazoo reserves the right to prohibit signs, banners, or groups marketing or promoting illegal, obscene, or pornographic items. Participants are prohibited from selling or dispensing any items(s) bearing any marking, slogan, reference, or image related to OutFront Kalamazoo and Kalamazoo Pride.

**SPACE ASSIGNMENT:** Spaces in Saturday's Vendor Alley will be assigned based on sponsorship level, type of services provided, and the discretion of the Vendor Alley planning committee. Sponsors at the Rainbow level and above will be given priority location placement within Vendor Alley. The exhibitor space assigned is subject to reassignment and rearrangement by OutFront Kalamazoo management at their sole discretion and any proposed layout does not constitute a binding obligation to place an exhibitor in any particular location. Spaces may not be exchanged with other exhibitors without the express permission of OutFront Kalamazoo.

**USE OF SPACE, SUBLETTING OF SPACE:** No exhibitor shall assign, sublet, or share the space allotted with another business or firm, unless prior written approval has been obtained from OutFront Kalamazoo.

**SPECIAL NEEDS:** Drayage (materials receiving, storage, and delivery), electrical, phone lines, etc. are not included in the exhibitor fee or sponsorship. These and any other extra or special needs must be coordinated directly with OutFront Kalamazoo staff prior to the event.

**EXHIBITOR REPRESENTATION:** Exhibitor agrees to appoint a duly authorized representative to have responsibility for and be in attendance at its exhibit during the event. Each exhibitor agrees

to keep an attendant in their space during the open hours (2pm until 8pm, or late-night extension until 10pm) of Vendor Alley. All participants must meet and adhere to any standards, rules, or regulations set forth or adopted by the City of Kalamazoo.

**TABLE TOP, EXHIBIT & CANOPY LOCATIONS & RESTRICTIONS:**

Display tables and storage for exhibitors is limited to the 10' x 10' space assigned, regardless of the number of tables rented. There is no spillover area. No private sound system is allowed from your exhibition space unless approval is given by OutFront Kalamazoo in advance. Only official food and beverage vendors can sell or give away food. Aside from small, wrapped candy, no food or beverage giveaway is permitted, unless specifically approved by Kalamazoo Pride. Personal canopies will only be permitted if they 1. fit within the 10' x 10' space (including supports), 2. are equipped with a fire extinguisher, and 3. are properly secured and weighted down. Each space comes with four exhibitor passes, received upon check-in. All additional staff or volunteers will be required to pay the daily entry fee of \$10.

**SET-UP & BREAKDOWN DEADLINE:** All work involved in the setup and preparation of an exhibit space must be completed between 12pm and 2pm on Saturday, prior to the official opening of the Kalamazoo Pride event, unless special instructions have been provided. For safety and aesthetic reasons, no breakdown will be allowed prior to 6pm. Any vendor breaking down prior then without the express permission of OutFront Kalamazoo will not be permitted to leave and may not be invited to return the following year.

**EXHIBITOR ROOMS & PARKING:** There is no hospitality room for exhibitors. It is recommended that Exhibitors bring their own refreshments for their staff or volunteers. There is no reserved parking for exhibitors. OutFront Kalamazoo encourages the use of public transit and carpooling since parking at the event site may be limited.

**MANAGEMENT LIABILITY:** Neither OutFront Kalamazoo nor its Board of Directors, the City of Kalamazoo, their agents or employees, shall be liable for any damage to property or loss of business to exhibitors or any person using its allocated space or for the loss by theft or other means of any product or personal property while at the OutFront Kalamazoo event.

**INDEMNIFICATION:** Exhibitor, on behalf of itself and its employees, agents, servants, customers, and guests will protect, indemnify, and hold harmless OutFront Kalamazoo, City of Kalamazoo, and their agents or employees, against and from any penalty, damage, or liability imposed for any violation of any laws or ordinances occasioned, caused, or contributed to by any willful or negligent act of exhibitor, their employees, agents, or servants. Exhibitor, on behalf of itself, its employees, agents, servants, customers, and guests, will at all times protect, indemnify, and hold harmless OutFront Kalamazoo, the City of Kalamazoo, and their respective agents against any and all loss, claim, liability, damage, or expense arising out of or from any accident or other occurrence in connection with the use or occupation by exhibitor of said space, causing injury to any person or property whomsoever, occasioned, caused, or contributed to by any willful or negligent act of exhibitor, their employees, agents, or servants.

**DEFAULTS:** If exhibitor defaults in any of its obligations under this agreement, including any rule or regulation promulgated pursuant to this agreement, OutFront Kalamazoo may, without notice, terminate



## Exhibitor Regulations and Agreement (Page 2 of 2)

this agreement, retain all monies received on account of rental as liquidated damages, and remove said exhibitor, its employees, agents, or servants and all of its merchandise and personal property from the event.

**BINDING CONTRACT:** This agreement shall not be binding until accepted by OutFront Kalamazoo. Exhibitor shall not be entitled to exhibit unless the space rental fee has been paid in full.

**RETAIL SALE OF GOODS & SERVICES:** Retail sales may be permitted at the festival, but it is the sole responsibility of the exhibitor to comply with Federal, State, and Local laws, regulations and/or ordinances relating to such sales, including without limitation, sales tax, and licensing fees. Exhibitor agrees to hold OutFront Kalamazoo harmless with respect to such compliance.

**COMPLIANCE WITH LAWS:** The exhibitor, its employees, agents, and servants shall comply with all applicable Federal, State, and Local laws, including but not limited to the prohibition of nudity and obscenity. Exhibitor shall comply with all applicable rules and regulations of the local Police and Fire Departments and the City of Kalamazoo. The possession, distribution, or use of drugs or firearms at Kalamazoo Pride shall result in immediate removal of the violator and notification of the local police.

**GOVERNING LAW:** This agreement shall be governed by the laws of the State of Michigan, without giving effect to the conflict of laws and rules thereof.

**LABOR:** Exhibitors are required to observe all contracts in effect between OutFront Kalamazoo and service contractors, City of Kalamazoo and the labor organizations involved (if any).

**CARE OF PARK & EQUIPMENT:** Exhibitors or their agents shall not injure or deface any part of the festival site, their or other exhibitor spaces, or space contents (such as tables and chairs) or festival site equipment and decor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

**OTHER REGULATIONS:** These rules and regulations are part of the contract for space, which becomes effective upon the acknowledgement of the receipt of the Sponsor, Partner & Vendor Registration Form and appropriate payment. OutFront Kalamazoo reserves the right to make such additional conditions, rules, and regulations as it deems necessary to ensure the success of Kalamazoo Pride. All amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations.

### SPECIAL CLAUSE FOR FOOD VENDORS ONLY:

1. Food vendors are required to be open for the duration of the two-day festival. Festival hours are Friday from 6pm until 12:30am and Saturday from 2pm until 12:30am. Setup is Friday from noon until 2pm. Vendors may not remove their equipment on Friday night to return on Saturday afternoon.
2. Diverse menus are encouraged in order to create a fair opportunity for all food vendors. Vendors should include vegetarian and/or vegan options to accommodate dietary restrictions of festival-goers. All menus must be approved by OutFront Kalamazoo in advance of the festival.

3. 15' x 15' space rental includes fire inspection.
4. Vendor will provide all equipment, prep tables, and other items necessary for setup. See the registration form for items that can be rented for an additional cost.
5. OutFront Kalamazoo will provide a dedicated eating area with tables, chairs, and trash service.
6. Vendors are not permitted to sell alcoholic beverages of any kind. OutFront Kalamazoo is the only permitted and licensed entity that legally can sell alcoholic beverages. Vendors are encouraged to sell non-alcoholic beverages including bottled water.
7. Vendor must possess a current Kalamazoo County Health Department license to sell food to the public. A copy of this license must accompany this registration form or be send to OutFront Kalamazoo no later than 30 days following acceptance of the event registration. Kalamazoo County has requirements for serving food in this type of environment. You are expected to be familiar with these requirements and it is possible to be inspected by the County. OutFront Kalamazoo cannot accept any liability if your space is not up to code and you are cited or shut down. No refunds will be issued.
8. Vendor must carry general liability insurance listing OutFront Kalamazoo and the City of Kalamazoo as additional insured. A copy must accompany this registration or be sent to OutFront Kalamazoo no later than two weeks prior to the event date.
9. Trash service will be provided. All other items must be removed from your space after breakdown on early morning Sunday.
10. All other rules and regulations as stated in these Exhibitor Regulations and Agreement are in effect for food vendors.

### Exhibitor Acceptance:

By: \_\_\_\_\_  
NAME OF EXHIBITOR OR ENTITY

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

Title: \_\_\_\_\_

Date: \_\_\_\_\_

### OutFront Kalamazoo Acceptance:

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

Title: \_\_\_\_\_

Date: \_\_\_\_\_