



Capital Pride 2012 Parade and Festival Information Packet

Wednesday, May 30— Sunday, June 10,
2012

Parade and Festival: Sunday, June 10

Get involved with the largest Pride event in
Upstate New York!

Contact:

Pride Center of the Capital Region

332 Hudson Ave.

Albany, NY 12201

518/462.6138

www.capitalpridecenter.org

Capital Pride 2012



SUNDAY June 10, 2012
12pm–6pm Washington Park, Albany

Thank you for your interest in participating in the Capital Pride 2012 Parade and Festival in Washington Park in Albany!

This year's Pride celebration will be bigger than ever, and with over 15,000 people participating last year, there are sure to be even more people celebrating in 2012!

SCHEDULE

Capital Pride kicks off Wednesday, May 30 with a flag raising at City Hall, and there are dozens of events throughout the 12 days of Pride, culminating with the Parade and Festival.

The Capital Pride Parade steps off from Washington Park at 12p Noon on Sunday, June 10.

INCLUDED IN THIS PACKET:

Festival Information Sheet and Registration Form

Parade/March Information Sheet and Registration Form

Food Vendor Information Sheet and Registration Form

Pride Guide Advertising Information and Ad Contract

Raffle Prize Donation Form

Capital Pride 2012 is produced by the Pride Center of the Capital Region.

Capital Pride 2012 Festival Registration

SUNDAY June 10, 2012

12pm–6pm Washington Park, Albany

Please keep this sheet as it will answer most questions you may have as the festival approaches.

- The deadline for entries is Friday May 11, 2012.
- **No registrations will be allowed the day of the festival.**
- The exhibitor locations will be determined in advance, check in the day of the festival no earlier than 10:30am.
- Your exhibitor location will be given to you when you check in.
- All vehicles **MUST** be removed from the parade grounds by 11:00 AM.
- **There will be no parking on the festival grounds.**
- All exhibitors must supply their own power. No electricity will be provided.
- Exhibitors may not have music or sound systems at their booths.
- Exhibitors may not sell any food or beverages without pre-approval by the Pride Center office.
- The festival will be held rain or shine.
- All exhibitors **must** clean up and dispose of their own trash in appropriate containers.
- **There is NO exclusivity of vendors guaranteed at Capital Pride.**

Anyone found in violation of these rules, or any city or state law, or the Pride Center vision or mission will be asked to leave immediately. We encourage all exhibitors to participate in a manner that reflects the diversity within our community. This includes appropriateness for all age groups. Good taste and good fun are the

SCHEDULE

The Capital Pride Festival will be held Sunday, June 10, 2012. Exhibitor booths are to be open by 11:30AM and remain open until 4pm. Booths must be torn down and off the festival grounds no later than 6:00 PM.

PARTICIPATION AND REGISTRATION

Registrations are due by mail or in person by Friday May 11, 2012. Please mail to Pride Center of the Capital Region, 332 Hudson Ave., Albany, NY, 12210. In person, registrations may be delivered between 10:00 AM and 5:00 PM, Monday through Friday to the Pride Center, 332 Hudson Avenue, Albany, NY 12210. You will receive a confirmation email before May 18, 2012. If you would like to check on the status of your registration please email Aaron at aholbritter@capitalpridecenter.org.

No exhibitors will be permitted in the festival unless they have registered in advance.

EXHIBITOR REGISTRATION FEES: Per Vendor Space

Business \$250.00
Non-profit Organization \$50.00
Premium Locations reserved for Sponsors.
(To find out how to become a sponsor, email Aaron at aholbritter@capitalpridecenter.org)

TENT SPACE IS LIMITED AND WILL BE ASSIGNED ON A FIRST-COME/FIRST – SERVE BASIS. Once the tent is full, vendors may opt for space on the grounds and provide their own (10x10 max) tent. You will be advised of in-tent availability at the time of registration.

ALL fees are due with your registration form. Booth space WILL NOT be assigned without proper registration and payment. The booth space will be approximately 8' by 8'. Most exhibitor booths are set up under one large tent, but please contact us if you have individual tents that may be accommodated. If you have any special space needs or requests please submit them to Aaron at aholbritter@capitalpridecenter.org. We will make every effort to accommodate everyone's needs, but space is limited and not all requests will be able to be honored.

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Capital Pride 2012 Festival Registration

SUNDAY June 10, 2012
12pm-6pm Washington Park, Albany

Business/Organization/Group: _____

Address: _____

City, State, Zip: _____

Contact Name and Title: _____

Day Phone: _____ Evening Phone: _____

Email: _____ Fax: _____

Day-Of Contact Name (if different): _____

Day-of Phone: _____

Number of Spaces Needed: (Pricing per vendor space) _____

Description of vendor/exhibit space:

If your space requires special services, please explain below: (No electricity will be supplied. We cannot guarantee any services.)

TENT SPACE IS LIMITED AND WILL BE ASSIGNED ON A FIRST-COME/FIRST –SERVE BASIS.
Once the tent is full, vendors may opt for space on the grounds and provide their own (10x10 max) tent. You will be advised of in-tent availability at the time of registration. An 8 ft table and 2 chairs will be provided.

I have read the Festival Information Sheet and agree to follow all rules and regulations regarding the Capital Pride 2012 Festival. (Please sign below)

Organizational Representative: _____

Printed Name:

Date:

Day-of Contact Signature (if different): _____

Printed Name:

Date:

ALL fees are due with your registration form. Booth space WILL NOT be assigned without proper registration and payment. The booth space will be approximately 8' by 8'. If you have any special space needs or requests please submit them to Aaron at aholbriter@capitalpridecenter.org. We will make every effort to accommodate everyone's needs, but space is limited and not all requests will be able to be honored.

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Capital Pride 2012 Parade Registration

SUNDAY June 10, 2012

10:30 Check-In, NOON STEP OFF Washington Park, Albany

Please keep this sheet as it will answer most questions you may have as the parade approaches.

The deadline for entries is Friday, May 11, 2012.

- **No entries will be allowed the day of the parade!**
- The sequence of groups is determined in advance.
- All groups must check in the day of the parade by 11AM, NO SOONER THAN 10:30am. Your registration number and location will be given to you when you check in.
- Prizes will be awarded for floats, groups, and organizations. The award winners will be announced during the "Pride In The Park" Festival, which immediately follows the parade. More information on awards will be posted on www.capitalpridecenter.org.
- We ask that you leave your pets at home for their safety and the safety of all of our participants.

SCHEDULE

This year's Capital Pride Parade/March will be held on Sunday, June 10, 2012. All groups must check in the day of the parade by 10:30 AM. The parade will start promptly at 12:00 PM. The Parade will be held rain or shine.

PARTICIPATION AND REGISTRATION

Registrations are due by mail or in person by May 11, 2012. Please mail to Pride Center of the Capital Region, 332 Hudson Ave. In person, registrations may be delivered between 10:00 AM and 5:00 PM, Monday through Friday to the Pride Center, 332 Hudson Avenue, Albany, NY 12210. You will receive a confirmation email before May 18, 2012. If you would like to check on the status of your registration please email Aaron at aholbriter@capitalpridecenter.org.

No groups or floats will be permitted in the parade unless they have registered in advance.

REGISTRATION FEES: Individual/Business/Organization*	Float (each)	\$150.00
	Vehicle Entry (each)	\$125.00
	Motorcycles (each)	\$20.00
	Walking Entry (group)	\$50.00

*Non-Profit Organizations: No charge for entry but *registration forms must be submitted*

PARADE ROUTE/MARSHALS:

Please do not interrupt the flow of the parade with any activity (dancing, etc.). Performances must be performed within the movement of the parade. All units must continue in the line of march to its completion point for judging. All floats are to line up in order along the Parade Ground access road. Walking entries will be directed to the festival grounds. The floats should be available for viewing until 1:00 PM. All floats must be removed from the Festival and Park by 5:00 PM. Please be mindful to clean up and not litter along the parade route (this includes the throwing of items towards the spectators during the parade) or in Washington Park.

The parade will have marshals to ensure the flow of the parade. Marshals will be designated as event staff. Please follow all instructions provided by the marshals. Anyone found to be in violation of any city laws or the Pride Center mission and vision will be removed from the parade. Please keep in mind that good taste and good fun are the order of the day. **Consumption of alcohol is not allowed during the parade.**

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Capital Pride 2012 Parade Registration

SUNDAY June 10, 2012
12pm-6pm Washington Park, Albany

Business/Organization/Group: _____

Address: _____

City, State, Zip: _____

Contact Name and Title: _____

Day Phone: _____ Evening Phone: _____

Email: _____ Fax: _____

Day-Of Contact Name (if different): _____ Day-of Phone: _____

Entry Information: _____ **Sponsor:** _____

Entry Type: (please circle one) **Float** **Walking** **Other: (explain)**

Business **Nonprofit**

TOTAL FEE: _____

Float size: (LxWxH)

Playing Music?

Sound system?

Please describe your entry:

I have read the Information Sheet and agree to follow all rules and regulations regarding Capital Pride 2012 Parade. (Please sign below)

Organizational Representative: _____

Printed Name: _____ **Date:** _____

Day-of Contact Signature (if different): _____

Printed Name: _____ **Date:** _____

ALL fees are due with your registration form. Please enclose check and Registration form and send to: Pride Center of the Capital Region, 332 Hudson Ave., Albany, NY 12210 ATTN Capital Pride.

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Capital Pride 2012 Food Vendor Registration

SUNDAY June 10, 2012 12pm-6pm Washington Park, Albany

Please keep this sheet as it will answer most questions you may have as the parade approaches.

The deadline for entries is Friday, May 11, 2012.

- **No registrations will be allowed the day of the festival.**
- The vendor locations will be determined in advance. Please register early for special requests (requests may not be honored).
- Vendors must check in the day of the festival by 10:00 AM. Your vendor location will be given at check in.
- Vehicles MUST be removed from the parade grounds by 11:00 AM, no parking on the festival grounds.
- All vendors must supply their own power. No electricity will be provided.
- Vendors may not have music or sound systems at their booths.
- The festival is held rain or shine.
- All exhibitors must clean up their booth location and dispose of their own trash in appropriate containers.
- **There is NO Exclusivity for Food Vendors.**

We encourage all vendors to participate in a manner that reflects the diversity within our community. This includes appropriateness for all age groups. Good taste and good fun are the order of the day.

SCHEDULE

The Capital Pride Festival, "Pride in the Park," will be held Sunday, June 10, 2012. Vendor booths are to be open by 11:30 PM. Booths must be torn down, and off the festival grounds no later than 6:00 PM.

PARTICIPATION AND REGISTRATION

A limited number of food vendors spots are available. Registrations are due by mail or in person by May 11, 2012 but you are encouraged to submit early to reserve your place. Please mail payment, registration form, and sample menu for the day to: Pride Center of the Capital Region, 332 Hudson Ave., Albany, NY, 12210. In person, registrations may be delivered between 10:00 AM and 5:00 PM, Monday through Friday to the Pride Center, 332 Hudson Avenue, Albany, NY 12210. If you would like to check on the status of your registration please email Aaron at aholbritter@capitalpridecenter.org.

No vendors will be permitted at the festival unless they have registered in advance.

REGISTRATION FEES (per vendor space)- \$250 for first space, \$150 for each additional space

Additional spaces can be reserved if available, please register early, and we will try to accommodate requests. Tents are NOT provided

A refundable \$100.00 clean-up deposit is required and will be returned upon checkout the day of the event.

LICENSING AND PERMITS

All food vendors must display a valid Health Department Permit and be licensed in food service. All vendors must display proper certificate of authority in accordance with the laws of New York State, Albany County, and the City of Albany. Vendors must be able to provide proof of insurance. **The Pride Center reserves the right to revoke a registration or remove a vendor from the festival grounds at any time.**

Capital Pride 2012 is produced by the Pride Center of the Capital Region.

Capital Pride 2011 Food Vendor Registration

SUNDAY June 12, 2011
11am-6pm Washington Park, Albany

Business/Organization/Group: _____

Address: _____

City, State, Zip: _____

Contact Name and Title: _____

Day Phone: _____ Evening Phone: _____

Email: _____ Fax: _____

Day-Of Contact Name (if different): _____

Day-of Phone: _____

Number of Spaces Requested: _____

(Fee: \$250 for first 12ft facing space or one vehicle/tent, \$150 each additional space.)

Festival Menu will include: (please enclose sample menu with prices)

Please describe additional details for your space (generator, displays, etc):

TOTAL FEE: _____

I have read the Information Sheet and agree to follow all rules and regulations regarding Capital Pride 2012 Festival. (Please sign below)

Organizational Representative: _____

Printed Name: _____ **Date:** _____

Day-of Contact Signature (if different): _____

Printed Name: _____ **Date:** _____

ALL fees are due with your registration form. Please enclose check, registration form, and sample menu and send to: Pride Center of the Capital Region, 332 Hudson Ave., Albany, NY 12210 ATTN Capital Pride.

Capital Pride 2011 is produced by the Pride Center of the Capital Region.



Capital Pride 2012 Pride Guide Advertising

Capital Pride 2012 May 30 –June 10, 2012

Capital Pride is the largest gay, lesbian, bisexual and transgender pride celebration in Upstate New York. We invite your business to be a part of Capital Pride 2011 by advertising in our Pride Guide. Readers regard the businesses in the Pride Guide as leaders in the community and Pride Guide ads are great exposure for your company.

- 5000 copies produced, full size newspaper format
- Mailed to 4000 households directly, and distributed throughout the community
- Over 13000 attendees at last year's Capital Pride, and over 3000 participating in the various events during the 11 days.

Ad Rates

Page Size	Image Dimensions	Price
Full Page (vertical only)	10" wide x 14" tall	\$500
Half Page (horizontal only)	10" wide x 7" tall	\$300
Quarter Page (vertical only)	5" wide x 7" tall	\$200
Eighth Page (horizontal only)	5" wide x 3.5" tall	\$150
Color Charge		\$30 additional per ad
Premium Placement (first 5 pages)		\$50

AD SPECIFICATIONS:

All ads should be submitted as an electronic file, no hard copy ads will be accepted. Acceptable formats: PDF, InDesign, Illustrator, or Photoshop, with fonts embedded and PC compatible. Image resolution 300dpi or better. **Ads that are not in the correct format by the deadline will not be run.** Ads that require adjustments or redesign are subject to a \$20 charge. If you have questions regarding these specifications, please call Aaron Holbriiter at 518/462.6138 or email Aaron at aholbriiter@capitalpridecenter.org.

PAYMENT IS DUE WITH RECEIPT OF THE SIGNED AD CONTRACT.

DEADLINE FOR SUBMISSION: March 12th, 2012

Ads will not be placed without contract and payment.

Please complete the enclosed form and return with payment to:

Pride Center of the Capital Region, 332 Hudson Ave., Albany, NY 12210 ATTN Capital Pride

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Capital Pride 2012 Pride Guide Advertising

Advertising Contract

Thank you for your interest in advertising in the Pride Guide!
Please complete the information below and send the completed form, along with payment, to:

Pride Center of the Capital Region
332 Hudson Ave., Albany, NY 12210 ATTN Capital Pride

Ad Rates

Page Size	Image Dimensions	Price	Please indicate choice
Full Page (vertical only)	10" wide x 14" tall	\$500	
Half Page (horizontal only)	10" wide x 7" tall	\$300	
Quarter Page (vertical only)	5" wide x 7" tall	\$200	
Eighth Page (horizontal only)	5" wide x 3.5" tall	\$150	
Color Charge		\$30 additional per ad	
Premium Placement (first 5 pages)		\$50	

Business/Organization/Group: _____

Address: _____

City, State, Zip: _____

Contact Name and Title: _____

Day Phone: _____ Email: _____

Authorized Representative Signature: _____

Printed Name: _____ Date: _____

PAYMENT IS DUE WITH RECEIPT OF THE SIGNED AD CONTRACT.

DEADLINE FOR SUBMISSION: March 12th, 2012

Ads will not be placed without contract and payment.

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Capital Pride 2012 Raffle Donation Form

Capital Pride 2012– May 30– June 10, 2011

Thank you for your donation of an item and/or service to be raffled off during Capital Pride 2012! Because of your generosity, the Pride Center of the Capital Region will be able to raise even more funds for critical programs. Thanks for helping make the Capital Region a more welcoming community for everyone!

Please complete the information below so that we can properly acknowledge your gift:

Business/Organization/Group: _____

Address: _____

City, State, Zip: _____

Contact Name and Title: _____

Day Phone: _____ Email: _____

Item or Service Donated: _____

Retail value of donation: _____

All businesses whose donations are received before March 12th will be listed in the 2012 Pride Guide, with 5000 copies distributed throughout the Capital Region in May and June.

Authorized Representative Signature: _____

Printed Name:

Date:

Please provide all donations with this completed form, and send to: Pride Center, 332 Hudson Ave., Albany, NY 12210 ATTN Capital Pride. If you have questions, please call: 518.462.6138.

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