

# 2019 SWFL Pride Vendor Packet



**Thank you for your interest in being a vendor at SWFL Pride!**

SWFL Pride promotes acceptance and visibility for the LGBTQ+ community in SWFL, inviting all members of our community to celebrate together.

Since 2009, SWFL Pride has empowered our LGBTQ+ community through support and awareness. We aim to be at the center of a vibrant and inclusive community that supports all LGBTQ+ individuals. Pride-SWFL, Inc. is committed to the advancement of social acceptance of the Lesbian, Gay, Bisexual, and Transgender, Queer/Questioning, + (LGBTQ+) community. To support this effort we organize, fund, and produce one of the biggest Pride festivals in Southwest Florida. SWFL Pride Fest is designed to form a sense of community among LGBTQ+ people and their family and friends. It centers on a community celebration intended to show the variety of services, organizations, and businesses available in the community; ranging from health-related and counseling services to social and business associations. It's mixed with an atmosphere of fun, games, entertainment, and the chance to meet others in the community. This is a great opportunity for your organization to show support and connect with a valuable part of the consumer community in our region.

In 2018, SWFL Pride had its biggest year ever. With almost 6,500 attendees, over 100 vendors, SWFL Pride has been deemed one of the most exciting weekend events in SWFL.

*The Advocate* magazine in 2018 polled their membership and determined that more than 75 percent of LGBTQ+ adults and their friends, family and relatives say they would support businesses and or switch brands that are known to be LGBTQ+ friendly. Their poll also concluded that the LGBTQ+ consumer buying power was over \$917 billion in 2017 alone!

Being a vendor at SWFL Pride will enable your organization to be marketed to the Southwest Florida LGBTQ+ community. As a loyal community, we are devoted to supporting the businesses and or organizations that support us.





# Vendor Opportunities

## Vendor Spaces, Add-ons and Extras

### Vendor Spaces

**For Profit** **\$100.00**  
**10x10 Space**

For Profit 10 x 10 Space  
(All Vendors can bring their own tent(s). Please note per fire department all tents are required to have fire extinguisher and tent flame retardant information. Tents per code will be required to have tent weights or a stake on each corner. Please no camping tents or tarps)

**Non-Profit** **\$50.00**  
**10x10 Space**

Non-Profit 10 x 10 Space (w/ proof of 501(c)3)  
(All Vendors can bring their own tent(s). Please note per fire department all tents are required to have fire extinguisher and tent flame retardant information. Tents per code will be required to have tent weights or a stake on each corner. Please no camping tents or tarps)

### Vendor Add-ons

**10x10 Tent** **\$125.00**

(1) 10x10 Tent (Does not include space, table or chairs)(No tents will be available for rent after Sept 20th)

**Electric Power 110v** **\$85.00**

Electric Power 110v (Maximum electricity is 120v, 20 amp for one space. You must provide ext cords. We recommend bringing 100' of extension cord.) (Spaces will be located by the generator, which could result in an increased noise level.)

**Table and Chairs** **\$30.00**

1 table and 2 chairs

### Vendor Extras

**Website Mention** **\$20.00**

Mention on the PrideSWFL.com Vendor page

**Website Logo** **\$30.00**

Logo on the PrideSWFL.com Vendor page

**Website Logo & Link** **\$50.00**

Logo and Link on the PrideSWFL.com Vendor page.

**Social Media Mention** **\$35.00**

Mention on the Pride SWFL Facebook page as a Vendor at SWFL Pride.

**Media Blitz** **\$70.00**

Logo & Link on the PrideSWFL.com Vendor page and a social media link on the Pride SWFL Facebook page mentioning your business as a Vendor at SWFL Pride.





# Vendor Application

Business / Organization Name: \_\_\_\_\_ FEIN #: \_\_\_\_\_

Contact Name (First, Last): \_\_\_\_\_ Contact #: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Day of Contact Name and Number: \_\_\_\_\_

Business / Organization Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Phone #: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_ Twitter: \_\_\_\_\_

YouTube: \_\_\_\_\_ Other: \_\_\_\_\_

Insurance and Policy #: \_\_\_\_\_ Agent Name and #: \_\_\_\_\_

Please describe your Business / Organization: \_\_\_\_\_

\_\_\_\_\_

What type of goods / services / info will you be offering for purchase or giving away? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

For Sponsorship information please contact Chris at (239) 877-3497 or [info@PrideSWFL.com](mailto:info@PrideSWFL.com)





# Sponsor / Vendor Agreement

## Terms and Conditions

In order to process this application, the agreement must be signed, dated and returned with payment. Please submit your completed registration form via Email to: info@prideswfl.com. Or, you can mail payment and form to: Pride-SWFL, Inc., P.O. Box 151966, Cape Coral, FL 33915. Please make checks payable to: Pride-SWFL, Inc.

All organizations, exhibitors, businesses, Sponsors and/or Vendors (hereinafter "Vendor") agree to abide each and all clauses set forth in this agreement and identified in the SWFL Pride Sponsor / Vendor application herein incorporated by for SWFL Pride as presented by Pride-SWFL, Inc. Failure by the Vendor to abide by any clauses set forth in this agreement of the SWFL Pride gives Pride-SWFL, Inc. (hereinafter known as Pride SWFL) and/or the authorized agents of Pride SWFL the right to (1) immediately terminate this agreement (2) require 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 Pride SWFL for the right and privilege of participating as a Vendor of SWFL Pride. No clauses of this agreement may be changed in any way or altered without the written, signed permission of Pride SWFL.

Participants will be in the public eye as representatives of the LGBTQ+ community or as a supporter of the LGBTQ+ community. All participants must act in good faith, dignity and respect to the other businesses and individuals they may encounter, and respect the facilities and grounds and leave them in the same condition as found. Pride SWFL welcomes participation of groups and/or organizations whose members may have disabilities. Please advise Pride SWFL of any special needs that your members may need in advance and everything possible will be done to accommodate them.

Space will not be considered booked if terms or conditions are not met. Agreements are not considered final until full payment is received for items. All electronic payments will be charged a convenience fee of 3% of grand total. Checks presented for payment that are returned un-collectable for any reason, will be subject to current Florida statutes concerning this matter and may include, and not be limited to, the retention of attorneys' fees, collection fees, etc. Fees are non-refundable or exchangeable. No cancellations or refunds are permitted once Sponsor/Vendor has been acknowledged and approved by Pride-SWFL, Inc. You also agree to the benefits and costs outlined in the SWFL Pride Sponsor / Vendor Application selected on your application.

In the event the Vendor fails to appear at SWFL Pride and claim their reserved space in the Vendor Market by 10:30 AM, Eastern Time Zone, on Saturday October 5, 2019, Pride SWFL reserves the right to assign, and or resell, such space to another prospective Vendor without further notice, nor refund, to the undersigned Vendor. If it appears, or it is necessary, for the undersigned Vendor to arrive later than the time noted above, it is the undersigned's responsibility to notify and make arrangements with Pride SWFL. All Vendors are required to be open by 11:30 AM and remain so until closing of the Vendor Market at 5:00 PM. Early closure without cause may result in forfeiture of participation in future events. Vendor set up is from 9:30 AM until 11:30 AM. All vehicles must be moved off the festival grounds area no later than 11:15 AM. Vendor "tear down" will be from 5:00 PM until 6:00 PM; all Vendors are required to clean their areas prior to exit. No early breakdowns will be permitted. Vendors renting tables and chairs must return said table and chairs to the designated area by 5:30 PM. Vendors are responsible and liable for their own set-up and tear down. Only For Profit vendors will be allowed to sell merchandise.

Out of fairness and consideration of all SWFL Pride participants, Vendor acknowledges and agrees to only utilize such space contained within the confines of its booth. Vendor acknowledges and agrees that they are strictly prohibited from "canvassing" or otherwise roaming SWFL Pride in any effort to promote its booth's purpose. Vendors will receive two (2) Vendor passes for the event (unless noted on Sponsorship level). All other participants with Vendor will be requested to pay the general admission donation.

For security purposes, Pride SWFL reserves the right to search and remove anyone from the SWFL Pride grounds and parking lots. No outside food or drink will be permitted for use or distribution.

Only registered food Vendors will be permitted to distribute, use, and/or sell any non-alcoholic drink beverages (this includes water) and/or food at all sites and operations of the SWFL Pride. Serving or selling any beverage (including water) or food is prohibited by any non-food Vendors. Pride SWFL reserves the right to confiscate any beverages or food distributed or sold by any non-food Vendor. Any failure to strictly adhere to this Pride SWFL policy may result in the immediate termination of this agreement and forfeitures of any and all fees paid to Pride SWFL. No coolers will be permitted into the SWFL Pride grounds. All food Vendors will need to supply Pride SWFL with the following: (We will not process any application that does not include the following) a photo of your booth and/or Truck, list of proposed menu items including portion size and cost, and Current Restaurant Permit # or Serve Safe Certificate.

Non-Profit organizations are requested to provide at time of application and payment, a full legible copy of their tax exemption certificate and 501(c)3 certificate.

Vendor shall not display, offer for view, take orders for, sell, or solicit for donation any items that are imprinted, emblazoned, or marked in any manner with "SWFL Pride" or "Pride SWFL". Even when printed with other words, Vendors shall not offer phrases, logos or artwork with any variations of these words. Pride SWFL reserves the exclusive right to be the only entity to sell merchandise that shows, represents, or contains the "Pride-SWFL, Inc. - Bird Of Paradise" logo.

Vendor, upon vacating their booth space(s), will ensure that such space shall be free of any and all trash or refuse with such being placed in the appropriate containers. Failure of the Vendors to clean their booth site may result in the future denial of SWFL Pride participation and a cleaning fee of \$100.00. All Vendors are responsible for taking care of their own garbage. All garbage needs to be disposed of in the dumpster.

Pride SWFL makes no representation or guarantees towards actual SWFL Pride attendance. As a courtesy to other exhibitors and festival participants, any amplified sound and loud noise including but not limited to generators from your booth is prohibited. Pride SWFL does not refund booth fees due to weather, acts of God, acts of terrorism, or governmental intervention. SWFL Pride is a rain or shine event! Applications will be approved/denied based on event needs, space availability, and/or amount of duplicated products. The submittal of an application does not guarantee a vendor acceptance into any event. All decisions are at Pride SWFL's discretion. Pride SWFL has a right to deny or cancel any vendor that does not follow the professional expectations and guidelines of Pride SWFL. Pride SWFL does not guarantee exclusivity for vendors on particular items. Pride SWFL does not supply personnel for load in/load out, decorating and/or banner/signage hanging.

All vendors agree to discharge Pride SWFL, its employees and sponsors from any suits or claims based on property/possession loss or damage. All vendors agree to comply with the rules set forth or implemented on event day. Pride SWFL reserves the right to revise any rule for the betterment of the events and their customers.

Business / Organization Name: \_\_\_\_\_ Your Name: \_\_\_\_\_ Initials: \_\_\_\_\_



# Sponsor / Vendor Agreement

## Waiver of Responsibility and Payment Information

For good and valuable consideration, including permission for the signer to participate in SWFL Pride to be held Saturday, October 5, 2019 and related activities, I, the signer for myself and for my group, including all successors, assigns, guardians, heirs, administrators and personal representatives:

Have read and agreed to the above-listed Terms and Conditions; Agree that prior to participating in SWFL Pride, I will inspect the facilities and equipment to be used, and if I believe any of them to be unsafe, I will immediately advise the appropriate event representative;

Assume any and all risks of personal injuries to my group and myself, including but not limited to medical bills, hospital bills, permanent disability, partial disability, and death and damages to my property, real or personal, caused by or arising from my participation in the event or activity.

Vendor participant certifies that it maintains adequate liability insurance to cover any and all occurrences which may result in the damage or injury to any person who may be a patron within the confines of the Vendor participant's booth space. Vendor will need to supply an insurance rider naming "Pride-SWFL, Inc., Et Al", "Alliance for the Arts" and "City of Fort Myers" as additional insured. All Certificates of Insurance can be mailed to the Pride-SWFL, Inc. or emailed to info@prideswfl.com.

Service animals are the only animals permitted on the grounds of SWFL Pride. They must be leashed (no more than six feet (6') in length) and directly under the owner's control. Under the ADA, a service animal is defined as a dog that has been individually trained to do work or perform tasks for an individual with a disability.

Signs/Banners/Cart/Tent Materials shall be made of a flame retardant material and proof of such fire retardant rating shall be made available to the City or Fire Marshal upon request. Failure to have such weights, fire retardant info and/or fire extinguisher could result in the closure of Vendor until such item(s) are provided. Any losses or damages by Vendor are hereby waived against Pride-SWFL, Inc., for failure to have said requirements readily available for inspection by the Fire Marshal.

Agree to indemnify, defend and hold harmless Pride-SWFL, Inc. (ET AL), the committee, it's representatives and the location, as designated for aforementioned event, their employees, officers, directors and volunteers of and from any costs, expenses, claims, damages, suits and liability whatsoever arising from the actions or alleged actions of you, your organization, or your members.

Any modification of this agreement shall be null and void unless said modification is set forth in writing and signed by the same parties (or their representatives) having signed and dated this agreement below. This agreement incorporates all agreements and understandings, either oral and or written, between the parties and has not excluded any term contemplated prior to the signatures of the parties. This agreement has been read, understood and entered into freely, voluntarily and absent of duress by the parties signed below.

### Please indicate which Sponsor or Vendor Level w/ Total:

Sponsor Level: \_\_\_\_\_ Amount \$: \_\_\_\_\_ For Profit / Non-Profit Vendor Amount \$ \_\_\_\_\_

### Add-Ons:

(1) 10x10 Tent \$125                      Electricity Power 110v for (1)10x10 space \$85                      (1) Table and (2) Chairs \$30

### Extras: (please submit high res logo with application in .png, .jpg, .pdf, .esp, or .gif format and a minimum of 400 pixels in length/height)

Website Mention \$20      Website Logo \$30      Website Link & Logo \$50      S.M. Mention \$35      Media Blitz \$70

**Late Fee (\$25 after Sept 6th and \$50 after Sept 25th)**

**Grand Total: \$ \_\_\_\_\_**

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

Email payment and form to: info@prideswfl.com Mail payment and form to: Pride-SWFL, Inc., P.O. Box 151966, Cape Coral, FL 33915

Make check payable to: Pride-SWFL, Inc. PAY BY CREDIT CARD: (All credit card transactions will subjected to a 3% convenience fee)

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_/\_\_\_\_ CVV: \_\_\_\_\_ Amount to charge \$ \_\_\_\_\_.

Name on card: \_\_\_\_\_ Full Address for card: \_\_\_\_\_

Between: Pride-SWFL, Inc. and SWFL Pride Vendor: \_\_\_\_\_

Signed X: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

Pride-SWFL, Inc. reserves the right to refuse any applicant for any reason with or without cause.

# PRIDE swfl

## 2018 Sponsors



MORE IN PARADISE



For more information on SWFL Pride or about becoming a SWFL Pride Sponsor, please contact:

**Chris Blondin**  
**info@PrideSWFL.com**  
**(239) 877-3497**

Or visit our website:

**PrideSWFL.com**