

# HARVEY MILK Festival

## 2017 SPONSORSHIP PACKAGE

THURSDAY MAY 11 - SATURDAY MAY 13 2017 \* FIVE POINTS PARK, DOWNTOWN SARASOTA \* RAIN OR SHINE

**OUR MISSION:** To honor the life of Harvey Milk, one of the first openly gay Americans elected to public office, by fostering emerging talent in musicians and artists who support diversity and reject discrimination, and to promote equality for LGBTQ people through supporting equal rights legislation. The Festival will feature a variety of attractions including live music, performing and visual artists, speakers, and vendors designed to engage a large and diverse audience. This dynamic Festival brought more than 7,000 people together last year. **HMF ART** and **HMF THEATRE** for the 8th Annual Festival will be held **Thursday & Friday, May 11-13th, 2017**, locations TBA. **HMF MUSIC** will be held outdoors in the heart of downtown Sarasota on **Saturday, May 13, 2017 from 2:30 pm to 12:00 am** at Five Point Park, admission is free and open to the public.

The Harvey Milk Festival, Inc. is a 501(c)(3) charitable nonprofit organization and contributions are tax deductible.

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### BECOME A PRESENTER-LEVEL SPONSOR FOR HMF 2017 MUSIC FEST

**\$5,000 - STAGE SPONSOR Package (one available) (cash only)** : Includes all benefits of a HOST SPONSOR Package, plus exclusive placement of name, business name or logo on banners across the front of the main stage; EXCLUSIVE PREMIUM PLACEMENT OF 2-PAGE COLOR AD on the first two or the last two pages of the event program; 2 additional VIP passes. \*

**\$2,500 - VIP/GREEN ROOM SPONSOR Package (one available)** : Includes exclusive name or business name on VIP/GREEN ROOM table top advertising in VIP / Green Room lounge; colorful, full page ad in event program; recognition by emcee; 4 VIP passes which include access to the Green Room with complimentary food and beverages. \*\*

**\$2,000 - KIDS CORNER Package (one available)** : Includes logo and link on the website... information table at Kids Corner area at Five Points Park. A colorful, full page ad in festival program; recognition by emcee; four VIP passes which include access to the green room with complimentary food and beverages;; information table at the MUSIC festival throughout 2017, and your ad will be included in Festival programs.\*

**\$1,500 - VOLUNTEER T-SHIRT SPONSOR Package (one available) (cash only)** : Includes all the benefits of a HOST SPONSOR Package, plus exclusive premium business logo size placement on the front of the volunteer t-shirts. \*

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### Become a HOST-LEVEL SPONSOR to host HMF MUSIC, HMF ART or HMF THEATRE

**\$1,000 - HOST SPONSOR Package** : Includes name or business logo printed prominently on all posters, flyers, advertising, event volunteer t-shirts; name or logo listed prominently on HMF event website throughout 2017, a colorful, full page ad in the event program; recognition by emcee; four VIP passes which include access to the VIP/GREEN ROOM tent with complimentary food and beverages; greeting and brief comments to HMF artists; information table in the lobby of the ART and THEATRE venue, greeting and brief comments to the audience. VENDING BOOTH INCLUDED WITH A TABLE AND TWO CHAIRS IN THE CENTRAL AVENUE TENT.

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### Become an ALLY-LEVEL SPONSOR

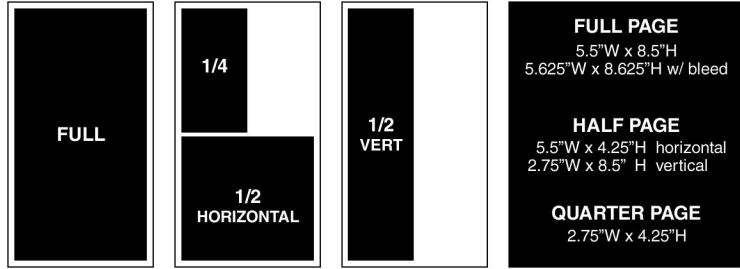
**\$250 - PROUD ALLY SPONSOR Package (unlimited)** : Includes name or business logo printed on event website throughout 2016; name or business logo included in event program.

**\$500 - MILK ALLY SPONSOR Package (unlimited)** : Includes name or business logo printed on event volunteer t-shirts; name or business logo and link listed on HMF event website throughout 2017, ¼ page ad in the event program.

**\$750 - MAYOR OF CASTRO STREET ALLY SPONSOR Package (unlimited)** : This level includes recognition by emcee; 2 VIP passes for access to VIP/GREEN ROOM tent featuring food and beverages:Includes name or business logo printed on event volunteer t-shirts; name or business logo and link listed on HMF event website throughout 2017, ½ page color ad in the event program. Cash sponsor only.

**ADVERTISE IN THE HMF PROGRAM:**

- \$750 Center Full Color Two Page Spread (cash only)
- \$250 Full page color ad
- \$175 Full page black and white
- \$200 1/2 Page color ad
- \$125 1/2 Page black and white
- \$75 1/4 page black and white



\* ADVERTISEMENTS are for individual or corporate donors.

**DEADLINE FOR ADS IS April 1st, 2017 (no later)  
SPONSOR LOGOS DUE AS SOON AS POSSIBLE**

Must have advertising received with the correct specs by April 1, 2017 for festival program ad. Ads must be print ready, in electronic format, minimum 300 dpi in CMYK color format. For bleed add .25" to all sides of the add (full and half ads only). Expected circulation is 1,500 pieces minimum. Please send all ads, graphics and logos to [graphics@harveymilkfestival.com](mailto:graphics@harveymilkfestival.com). Please refer to SPONSOR MEMBERSHIP level details to determine the correct ad size included with sponsorship. Event Program advertising can also be purchased separately.

**PLEASE SELECT YOUR SPONSORSHIP LEVEL :**

- ALLY-LEVEL SPONSOR Package  \$250  \$500  \$750

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- HOST-LEVEL SPONSOR Package  \$1,000 - Art Host  \$1,000 - Theater Host  \$1,000 - Music Host

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- VOLUNTEER T-SHIRT SPONSOR Package  \$1,500

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- KIDS CORNER SPONSOR Package  \$2,000

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- VIP/GREEN ROOM SPONSOR Package  \$2,500

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- STAGE SPONSOR Package  \$5,000

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- Gift from my DAF at Gulf Coast Community Foundation
- Gift from my DAF at Community Foundation of Sarasota County
- Gift from my DAF at \_\_\_\_\_ Foundation

**RULES AND REGULATIONS:**

I, \_\_\_\_\_ as the authorized representative of \_\_\_\_\_ understand and agree that I, my organization, employees, assistants, coworkers, heirs or assigns, HOLD HARMLESS the Harvey Milk Festival, Inc., its organizers, directors, volunteers, other sponsors, insurance carriers, and property owner in the case that I or any person working with me suffer any damages to goods, wares, or merchandise; or accident, illness or injury including death within the confines and context of the Harvey Milk Festival Sarasota. I will not file any claims against the Harvey Milk Festival, Inc., its organizers, directors, volunteers, other sponsors, insurance carriers, or property owner and I or my insurance carrier will pay any and all medical bills associated with illness or injury suffered at the Festival Event.

**By participating in the Harvey Milk Festival, all vendors, sponsors, advertisers, and donors also agree to comply with the following:**

1. No vendor parking is allowed in the Selby Library parking lot. Vendors must find other suitable parking other than the Selby Library lot located between North Pineapple Avenue and Second Street.
2. Setup of displays, merchandise, and / or vendors is strictly prohibited in the grass area of Five Points Park, its landscape beds, and center paver pathway. Any infraction or damage that results in the Festival being charged the standard city fine of \$500.00 will be charged to the responsible vendor. By signing this contract and participating in the Harvey Milk Festival, all vendors hereby acknowledge the Selby Five Points Park Usage Agreement and agree to abide by its terms.
3. All exhibitors are required to clean their areas upon exit.
4. Displays are to be of professional quality. No displays extending beyond the assigned booth are permitted. All packaging materials and boxes are to be stored out of sight.
5. Vendor must conduct all activities and sales only within her or his designated booth space. No distribution of literature, flyers, handbills, petitions, surveys, items, etc., may be conducted outside your booth space, on or about the premises, without prior approval of Harvey Milk Festival, Inc.
6. Exhibitors will be responsible for all equipment necessary for set-up (such as dollies, carts, extension cords, hoses, etc.) with the exception of an 8 ft. long draped table, simple rope lighting, and two chairs provided.
7. All booths and exhibits must be tended at all times, as personal property is the sole responsibility of the exhibitor.
8. No subletting of booths is permitted without prior approval of the Festival.
9. Amplification of music or voice shall not be permitted.
10. HMF, Inc. reserves the right to prohibit signs, banners, or groups marketing or promoting illegal, obscene, or pornographic items. Vendors displaying such items will be dismissed from the event with loss of any fees paid.
11. All vendors and booth attendees are expected to conduct themselves in a professional manner.
12. All participants understand that HMF, Inc. has no control over Festival attendance or inclement weather. The Festival is a Rain or Shine event.
13. Once signed, this agreement is binding. All payments made to the Harvey Milk Festival, Inc. cannot be returned or refunded.

In signing this agreement for the Harvey Milk Festival 2017, participants agree to abide by all clauses set forth in this agreement. Failure to comply will give HMF, Inc. and / or authorized agents of HMF, Inc. the authority to terminate this agreement. Participant agrees to immediately vacate premises and forfeit any and all fees paid for the privilege of participation upon notice of violation of this agreement. This agreement may not be altered in any way without written permission of HMF, Inc.

Printed Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Company or Organization \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

**LOAD IN :** Begins at 12:00 PM and must be completed by 2:00 PM on Saturday, May 13, 2017.

**LOAD OUT :** May not begin before 9:00 PM and must be completed by 12:00 AM. Food vendors may not tear down until 11:00 PM on Saturday, May 13 2017.

**PAYMENT :** Payment must be made by check or PayPal

**CHECKS:**

Please make checks payable to Harvey Milk Festival, Inc.

Mailing address: c/o Shannon Fortner, 1342 17th Street, Sarasota, Florida, 34234 (941)228-4872

**PAYPAL:**

Send to e-mail address [info@harveymilkfestival.com](mailto:info@harveymilkfestival.com)