

windy city black lgbt pride

Board of Directors

David Dodd

Keith McCoy

Kaya Powell

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July 24, 2009

Dear Potential Sponsor or Vendor,

Windy City Black LGBT Pride (WCBP), a 501(c)(3) not-for-profit organization, is proud to host for the 5th year its Pride Festival, the largest African-American lesbian, gay, bisexual, and transgender (LGBT) celebration in the Midwest. WCBP would like you to consider being a sponsor or vendor for the 2010 WCBP Pride Festival.

WCBP is a community-based organization dedicated to empowering, educating, and celebrating the African-American LGBT community throughout the Chicago-land area. During the 2010 Independence Day Holiday, approximately 20,000 people from across the Midwest and country will visit Chicago for dynamic activities including performances, entertainment, health literacy and outreach, and vendor exhibitions.

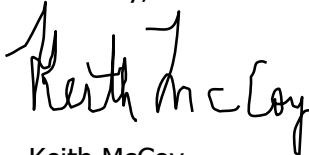
As a sponsor or vendor of the WCBP Pride Festival, you will have the opportunity to showcase your product or service to thousands of persons while demonstrating your support for diversity and equality.

WCBP looks forward to partnering with you as WCBP impacts the lives of LGBT communities in Chicago and across the nation. During the Pride festival, WCBP plans to expose your product or service as much as possible within the LGBT community by creating rewarding and memorable experiences for patrons.

Attached you will find more information about the organization and 2010 WCBP Pride Festival events. If you would like to sponsor or vend during the 2010 WCBP Pride Festival, please contact me at 1-888-922-7244 or kmccoy@windycityblackpride.org.

Thank you in advance for your consideration and support.

Sincerely,



Keith McCoy
WCBP Treasurer

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HISTORY

Windy City Black LGBT Pride™ (WCBP) has progressively established and created programs to promote and celebrate pride in the African-American LGBT community. WCBP has consistently addressed education, advocacy, and community service throughout the city and has created alliances across the country. In addition, WCBP has worked to develop resources for LGBT people of African descent that extend our cultural experiences and voice to other communities around the world. We will continue to build international bridges that strengthen the identity of the black LGBT community.

In the late 1990s, Black Pride Celebrations became a growing trend across the nation. In 1998, Chicago Friends partnered with the Rails Marketing Group (formerly known as the Rails Entertainment Group) and KC Productions to conceive the first Black Pride Celebration in Chicago.

In 1999, the organization Chicago Black Pride held its first Black Gay Pride Celebration. Major sponsors included the Chicago Department of Public Health's (CDPH), MOCHA Project and the CDPH Office of LGBT Health, along with the Mayor's Office of LGBT Affairs.

In 2001, WCBP began hosting the Black Pride Celebration in Chicago. In April 2006, WCBP incorporated as a non-for-profit organization and later obtained its 501(c)(3) status.

MISSION STATEMENT

Our mission is to develop, implement and sponsor programs, activities, and special events to promote unity, cultivate pride and help improve the quality of life for lesbian, gay, bisexual and transgender persons of African descent.

VISION STATEMENT

To serve as a conduit of resources that fosters a unified community.

GOALS

1. Organize events to inspire pride within the community.
2. Sponsor activities (e.g., town hall meetings, workshops, training modules, etc.) designed to educate and increase the visibility of the community.
3. Create networking opportunities for the community.
4. Secure and develop financial resources (e.g., scholarships, investment clubs, etc.) to help improve the quality of life within the community.
5. Provide and promote entertainment as social outlets.

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2010 PRIDE FESTIVAL EVENTS

More than 20,000 people visit Chicago during the Independence Day Holiday which allows WCBP to provide Chicago with the largest Black Gay Pride Festival in the Midwest. By offering health screening, testing and literacy, as well as, social outlets and entertainment, WCBP provides friendly and open opportunities for guests and visitors to enjoy the many splendors that Chicago has to offer. Events hosted by WCBP during the Pride Festival include:

Chicago Gay Pride Parade – Sunday, June 27, 2010

WCBP participates in this annual city-wide event that is attended by thousands of spectators from across Illinois. It allows WCBP to support city- and state-wide LGBT initiatives, as well as, provide additional marketing opportunities for the organization and its sponsors.

Awards & VIP/Sponsors Reception – Wednesday, June 30, 2010

In conjunction with Pride Index, WCBP extends a "thank you" to those who support LGBT communities and sponsors of the WCBP Pride Festival.

Welcome Reception – Thursday, July 1, 2010

This event is open to guests and sponsors as a welcome to Chicago. It offers an opportunity for visitors to discover more information about the upcoming WCBP Pride events.

Workshop(s) – Friday, July 2, 2010

Workshops on health literacy and other issues important to the African-American LGBT community will be held at the host hotel.

Poetry Slam – Saturday, July 3, 2010

This event gives spoken word artists an opportunity to perform before the public and compete for cash and other prizes. The top slammers perform at the WCBP Park Festival the following Sunday.

Park Festival and Vendor Fair – Sunday, July 4, 2010

This culminating event provides an opportunity for LGBT families and persons to congregate in a safe and fun environment. It allows over 6,000 LGBT persons, sponsors, vendors, and community leaders to be entertained, receive health testing and literacy, and celebrate pride.

EVENT HIGHLIGHTS:

Host Hotel

The Chicago South Loop Hotel • 2600 South State Street • Chicago, IL 60619

Pride Guide - Monday, June 21, 2010

This booklet is given to WCBP guests at the host hotel and distributed throughout the city. It contains ads and information about events occurring during the WCBP Pride Festival. Distribution of the pride guide will occur one week prior to Independence weekend.

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SPONSORSHIP LEVELS & OPPORTUNITIES

Platinum Sponsorship \$15,000

- Recognized as a co-presenting sponsor in all press releases and media announcements.
- Prominent display of sponsor signage at all WCBP events (if applicable)
- On-Stage Presence at WCBP Park Festival
- Placement of sponsor logo on all advertisements, promotional and printed materials
- 20' X 20' Booth set-up at WCBP Park Festival
- Web-site acknowledgement and hyperlink (Optional – Web Banners)
- Full Page Color Advertisement on the Inside Cover of 1,000 WCBP Pride Guides
- 8 Passes to all WCBP Events with an admissions fee

Gold Sponsorship \$10,000

- Recognized as a participating sponsor in all press releases and media announcements
- Prominent display of sponsor signage at all WCBP events (if applicable)
- Placement of sponsor logo on all advertisements, promotional and printed materials
- 20' X 20' Booth set-up at WCBP Park Festival
- Web-site acknowledgement and hyperlink (Optional – Web Banners)
- Full Page Color Advertisement in 1,000 WCBP Pride Guides
- 6 Passes to all WCBP Events with an admissions fee

Silver Sponsorship \$5,000

- Recognized as a participating sponsor in all press releases and media announcements
- Display of sponsor signage at all WCBP events
- Placement of sponsor logo on all advertisements, promotional and printed materials
- 15' X 15' Booth set-up at WCBP Park Festival
- Web-site acknowledgement and hyperlink
- Half Page Color Advertisement on 1,000 WCBP Pride Guides
- 4 Passes to all WCBP Events with an admissions fee

Bronze Sponsorship \$2,500

- Recognized as a participating sponsor in all press releases and media announcements
- Placement of sponsor logo on all advertisements, promotional and printed materials
- 10' X 10' Booth set-up at WCBP Park Festival
- Web-site acknowledgement and hyperlink
- Quarter Page Color Advertisement on 1,000 WCBP Pride Guides
- 2 Passes to all WCBP Events with an admissions fee

Community Sponsorship Under \$2,500

Benefits will depend on the amount given but will generally include:

- Web-site acknowledgement and hyperlink
- Listing in 1,000 WCBP Pride Guides

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SPONSORSHIP FORM

Contact Name & Title: _____
Company/Organization: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Cell: _____ Fax: _____
Email: _____ Website: _____
Signature: _____ Date: _____

Yes, we would like to support the 2010 WCBP Pride Festival and confirm the following sponsorship option(s): (**Check where appropriate.**)

- PLATINUM** \$15,000 Sponsorship (Official Presenting Sponsor)
- GOLD** \$10,000 Sponsorship (Official Participating Sponsor)
- SILVER** \$5,000 Sponsorship (Official Participating Sponsor)
- BRONZE** \$2,500 Sponsorship (Official Participating Sponsor)
- COMMUNITY SPONSOR** Under \$2,500 Sponsorship
Enter sponsorship amount in the space provided: \$_____

PLEASE NOTE: All products or services offered should be beneficial to the WCBP Pride Festival (i.e., advertising, t-shirts, liquor products, required production equipment, artistic and/or decorative elements, etc.) Free samples of consumer products and other gifted items are also negotiable for WCBP sponsorship. Each product or service offered has to be confirmed and approved in advance by the WCBP Board. Upon receipt and approval you will be issued an invoice for the 2010 WCBP Pride Festival.

Please fax this completed and signed form to Keith McCoy's attention at 1-888-922-7244.

The form and monies can also be mailed to: Windy City Black LGBT Pride™, P.O. Box 803425, Chicago, IL., 60680-3425.

All monies must be received before or by **March 29, 2010**. For further information, please contact Keith McCoy at 1-888-922-7244.

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IN-KIND CONTRIBUTION FORM

WCBP is eager to partner with you for our 2010 Pride Festival and other Black Pride events. WCBP is happy to offer a customized package that may better suit your desired needs. WCBP happily accepts in-kind contributions and will customize sponsorship benefits accordingly.

Contact Name & Title: _____
Company/Organization: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Cell: _____ Fax: _____
Email: _____ Website: _____
Signature: _____ Date: _____

Yes, we would like to be associated with the 2010 Windy City Black Pride™ Festival and confirm the following sponsorship option(s): **(Check All That Apply.)**

- | | | |
|---|--|---|
| <input type="checkbox"/> Airline & Train Tickets | <input type="checkbox"/> Hotel Accommodations | <input type="checkbox"/> Food and Beverage Donations |
| <input type="checkbox"/> Gift Bags and Inserts | <input type="checkbox"/> Special Promotional Gifts | <input type="checkbox"/> Production of WCBP T-Shirts |
| <input type="checkbox"/> Charter Buses/Transportation | <input type="checkbox"/> Event and Party Passes | <input type="checkbox"/> Printing of WCBP Pride Guide |
| <input type="checkbox"/> Web/Print/Other Advertising | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Security |
| <input type="checkbox"/> Park Festival Staging | <input type="checkbox"/> Poetry Slam Prizes | <input type="checkbox"/> Port-A-Potties |

In-kind contributions may include, but are not limited to the above items.

Specific event or items(s) you would like to support: _____

Please indicate dollar value of your in-kind contribution _____

PLEASE NOTE: All products or services (e.g., advertising, t-shirts, liquor products, required production equipment, artistic and/or decorative elements, etc) offered should be beneficial to the WCBP Pride Festival. Free samples of consumer products and other gifted items are also negotiable for WCBP sponsorship. Each product or service offered has to be conformed and approved in advance by the WCBP Board. Upon receipt of this form and board approval, you will be issued an invoice for the 2010 Windy City Black Pride™ Festival.

Please fax this completed and signed form to Keith McCoy's attention at 1-888-922-7244.

For further information, please contact Keith McCoy at 1-888-922-7244 or kmccoy@windycityblackpride.org

All monies must be received before or by **March 29, 2010**. All products and/or materials must be received by **June 14, 2010**. Products and materials can be delivered to: WCBP, c/o Keith McCoy, 424 E. Oakwood Blvd., Unit 10, Chicago, Illinois, 60653. WCBP will issue a confirmation upon receipt of your contribution.

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VENDOR RATES

All packages include a vendor fee for participating in the WCBP Park festival event. For vendors, who do not wish to use any of the packages, there is a fee of \$150 for information distribution, \$200 for not-for-profit organizations, and \$250 for for-profit organizations. All prices above are based on the vendor providing their own 10' x 10' tent. Prices for larger tents or multiple tents are negotiable. **Please fax or mail completed and signed vendor form (see p.9).**

STANDARD PACKAGE includes 1- 10' X 10' Frame Tent, 1- 6' X 30" Table and 2 - Chairs)

Note: Early Rate applies only to packages reserved prior to May 28, 2010. Final Rate applies afterward.

Type of Vendor	Early Rate	Final Rate	Deposit
Information Distribution	\$225	\$275	50% non-refundable
Not-for-Profit (Sales)	\$275	\$325	50% non-refundable
For Profit (Sales)	\$325	\$375	50% non-refundable

DELUXE PACKAGE includes 1- 15' X 15' Frame Tent, 1- 6' X 30" Table and 2 - Chairs)

Note: Early rates apply only to packages reserved prior to May 28, 2010. Final Rate applies afterward.

Type of Vendor	Early Rate	Final Rate	Deposit
Information Distribution	\$375	\$425	50% non-refundable
Not-for-Profit (Sales)	\$425	\$475	50% non-refundable
For Profit (Sales)	\$475	\$525	50% non-refundable

SUPREME PACKAGE includes 1- 20' X 20' Frame Tent, 1- 6' X 30" Table and 1 - Chair)

Note: Early Rate applies only to packages reserved prior to May 28, 2010. Final Rate applies afterward.

Type of Vendor	Early Rate	Final Rate	Deposit
Information Distribution	\$425	\$475	50% non-refundable
Not-for-Profit (Sales)	\$500	\$550	50% non-refundable
For Profit (Sales)	\$550	\$600	50% non-refundable

ADDITIONAL ITEMS

Additional items below can be purchased for the fees below.

Item	Rate per Item	Deposit
Chair	\$5	50% non-refundable
Table (6' X 30")	\$20	50% non-refundable
10' X10' Tent	\$150	50% non-refundable
15' X15' Tent	\$275	50% non-refundable
20' X 20' Tent	\$350	50% non-refundable

All vendors are responsible for obtaining and sending copies of all necessary permits to Keith McCoy, WCBP Treasurer, no later than **May 28, 2010**. Information regarding permits can be found online by going to <http://cityofchicago.org> and going to the Department of Business Affairs and Licensing. Permits may be faxed to 1-888-WCBP CHI (922-7244). You can also mail copies to: WCBP, c/o Keith McCoy, P.O. Box 803425, Chicago, IL 60680-3425.

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VENDOR FORM

Contact Name & Title: _____
Company/Organization: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Cell: _____ Fax: _____
Email: _____ Website: _____

Please describe briefly below the items to be vended.

WCBP reserves the right to reject any inquiry or application that is inconsistent with the organization's mission. WCBP further reserve the right to expel any vendor who exhibits products or services not reflected in their application. Rules and regulations concerning vending will be forwarded upon approval of application.

PACKAGE TYPE (check one)

STANDARD PACKAGE DELUXE PACKAGE SUPREME PACKAGE

VENDOR TYPE (check one)

INFORMATION DISTRIBUTION NOT-FOR-PROFIT (SALES) FOR PROFIT (SALES)

ADDITIONAL ITEMS

Please indicate the number and dollar amount for additional items. Also indicate the size and dollar amount of tents.

CHAIR Qty: _____ \$ _____ TABLE Qty: _____ \$ _____ TENT Size: _____ \$ _____

VENDOR FEE (IF APPLICABLE): \$ _____

TOTAL DOLLAR AMOUNT: \$ _____

50% DEPOSIT REMITTED: \$ _____

REMAINING BALANCE: \$ _____

The 50% non-refundable deposit must be received before or by **May 28, 2010**. The remaining balance must be received before or by June 18, 2010. WCBP will issue a confirmation upon receipt of your deposit and final payment. Make your check payable to: Windy City Black LGBT Pride. Fax form to 1-888-922-7244 or mail form to WCBP, c/o Keith McCoy, P.O. Box 803425, Chicago, IL 60680-3425

For further information contact Keith McCoy, Treasurer, at 1-888-922-7244 or kmcocoy@windycityblackpride.org.

WAIVER OF LIABILITY

I, _____ as an Officer or Agent of _____ accept full responsibility for the involvement of the referenced group, organization, or individual at the Windy City Black LGBT Pride (WCBP) Festival. I agree to hold blameless the WCBP, it's successors and assigns and all persons acting under its authority for any and all civil and/or community liability under the Law and Regulations of the City of Chicago, Cook County and these United States which may result from the operation of the WCBP Pride Festival or any attendant activity. I have read the guidelines and agree to all conditions to without further contact or notice.

Vendor Signature _____ **WCBP Signature** _____

All vendors are responsible for obtaining and sending copies of all necessary permits to Keith McCoy, WCBP Treasurer, no later than **May 28, 2010**. Information regarding permits can be found online by going to <http://cityofchicago.org> and going to the Department of Business Affairs and Licensing.

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2010 PRIDE GUIDE AD FORM

Contact Name & Title: _____
 Company/Organization: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Cell: _____ Fax: _____
 Email: _____ Website: _____
 Signature: _____ Date: _____

DISTRIBUTION: Starting June 28, 2010, 1,000 Pride Guides will be available at the host hotel, festival locations, select restaurants, bars and shops across Chicago. The guide is designed to be carried from event to event.

GENERAL SPECS:

TRIM PAGE SIZE: 8.5" X 5.5".

BLEED: You must add an extra 0.125" around ads.

LIVE AREA: To avoid the text being cut during the trimming, keep it 0.25" inside the live area size.

FILE SPECS: Files must be supplied in these following formats: Print Quality JPEG or PDF (300 dpi)

Confirm the following advertising option. (**Check where appropriate.**)

Position and Format	Cost	Ad Size	Live Area 0.25"
<input type="checkbox"/> Inside Front Cover	PLATINUM SPONSOR	8.5" X 5.5"	8.25" X 5.25"
<input type="checkbox"/> Inside Back Cover	\$250	8.5" X 5.5"	8.25" X 5.25"
<input type="checkbox"/> Back Cover	\$275	8.5" X 5.5"	8.25" X 5.25"
<input type="checkbox"/> Center Spread	\$300	17" X 5.5"	16.75" X 5.25"
<input type="checkbox"/> Full Page	\$200	8.5" X 11"	8.25" X 10.75"
<input type="checkbox"/> Half Page (Horizontal)	\$140	4.25" X 2.25"	4.00" X 2.00"
<input type="checkbox"/> Quarter Page	\$75	2.125" X 1.125"	1.875" X 0.875"

Email files to board@windycityblackpride.org.

Fax completed and signed form to 1-888-922-7244. If you have questions, please call Veronica Scarver at 1-888-922-7244.

Make checks payable to: Windy City Black LGBT Pride. Mail payments to: WCBP, c/o Keith McCoy, P.O. Box 803425, Chicago, IL 60680-3425

Payments must be received before or by **March 29, 2010**. If payment is not received by the deadline, the ad will not be placed in the booklet. WCBP will issue a confirmation upon receipt of your artwork and full payment or commitment of approved services.

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DEMOGRAPHICS

A new report from Prime Access, Inc., an advertising agency that targets African American, Hispanic, gay and urban youth consumers, has a lot to say about how the gay and lesbian community spends its money. According to the study, published May 10, 2008, gay and lesbian consumers have high brand loyalty for the companies they view as gay-friendly. They also tend to spread via "word of mouth" bad experiences they have had with a company. There has been much research that shows gays and lesbians are highly loyal to brands they purchase. Prime Access statistics show between 68% and 72% of gay and lesbian consumers are strongly motivated to purchase brands they consider gay-friendly."

Consumer Profile

- The purchasing power of gays and lesbians is estimated at \$641 billion nationwide, with projections reaching \$2 trillion by 2012.
(Source: DiversityInc.com)
- 94% of gays and lesbians would go out of their way to purchase products and services marketed directly to them.
(Source: Greenfield Research & Kinsey Report)
- 21% of gays and lesbians report household incomes that surpass \$100,000 per year.
(Source: Simmons Market Research Bureau)
- 58% of gay and lesbian persons hold management positions.
(Source: Simmons Market Research Bureau)

(The following source material was provided by: Harris/Witeck-Combs)

- 70% of gays and lesbians have at least a college education, high household income, and more discretionary spending when compared with the larger society.
- When ordering alcoholic beverages, 60% of gays (vs. 24% of non-gay persons) always ask for brand names.
- More than half (56%) of gay consumers say they use their wireless service for both personal and business calls as compared to 42 percent of non-gay persons.
- 24% of gays (vs. 17% non-gay persons) always or often like to keep up with the latest styles and trends.
- More than two-thirds (69%) of gay adults report subscribing to cable television services as compared to less than two-thirds (61%) non-gay persons.
- 86% of gays spend \$250+ per month on entertainment (music/theater/movies).
- 84% of gays spend \$250+ per month on grooming aids.
- 78% of gays spend \$400+ per month on clothing.
- 76% of gays spend \$1500+ per year on electronics.
- 75% of gays spend \$5000+ per year on home furnishings/improvement.
- 53% of gays spend \$5000 or more per person on vacations in the past year.

Patron Profile

- More than 90% of Pride Festival attendees are African-American LGBT persons.
- The median age of Pride participants is 25.
- The gender percentages include 65% male, 34% female, and 3% transgender.
- The median reported salary is \$40,000.
(Source: Windy City Black Pride Survey 2008)

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PAST CORPORATE SPONSORS AND COMMUNITY PARTNERS

WCBP is a 501(c)(3) organization and public charity that has received most of its funding and support through public and private donations. Below are a list of past sponsors and partners.

ADODI	LLXi. Management
Affinity Community Services	Logo Network
Andrew Christian	Loftwerk Productions
Bacardi	L'oreal
Bblyss.com	MadMan Productions (Lipstick and Lace)
Bleu Magazine	Mayor's Office of LGBT Affairs
Burrell Communications	Maria Marie Fashions
C & M Pharmacy	Meekis Inc.
Chicago Department of Public Health	MetLife
Chicago Park District	N' The Closet Entertainment
Cleon's Clothing	Nielsen
Clik Magazine	Northern Trust Bank
Clubhouse Productions	PRC Design & Productions
Double Stitch	Prideindex.com
EMI Music Marketing	Rails Marketing Group
Executive Sweet	Red Light Entertainment
Gay.com	Remimakuo Media Club
Gilead	The Rock Entertainment
House of Tut Productions	Rocks Coordinating Committee
Howard Brown Health Center	Side Track
Human Rights Campaign	Song Master Entertainment & Travel
In Chi City	Stoli
i-Candy Productions	Sweet Chuck's Chocolates & Treats
Illinois Department of Public Health	TaskForce Prevention and Community Services
Illinois Institute of Technology	The Generator
Jeffrey Pub	Tomboyz Quarterly Magazine
KC Productions	Test Positive Aware Network
Kappa Psi Kappa Fraternity, Inc.	Unleaded Productions
Keepin' It Real	Until There's A Cure
Lambda Legal	Windy City Media Group
Lesbian Community Care Project	Youth Pride Center
	Zeret Music