

HARVEY MILK FESTIVAL, INC. 2012 SPONSOR AND VENDOR CONTRACT

**Saturday, May 12, 2012 4:00 pm to 12:00 am (Rain or Shine)
Five Points Park, Sarasota, FL 34236
Event Program and Poster Advertising Deadline is April 23, 2012**

The Harvey Milk Festival, Inc. celebrates Harvey Milk, one of the first openly gay Americans elected to public office. The Festival will be held on Saturday, May 12, 2012 from 4:00 to 12:00 am outdoors at Five Points Park in downtown Sarasota, Florida. 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. Admission is free to all. The Harvey Milk Festival, Inc. is a 501c(3) charitable nonprofit organization and contributions are tax deductible.

Company Name: _____

Contact: _____

Address: _____

Phone: _____ Alt. Phone: _____

Fax: _____ Email: _____

Web Address: _____

HMF Sponsorships

___ **Stage Sponsor: \$2,000** includes exclusive business name and logo banners on front and sides of stage; business logo printed prominently on all posters, flyers, advertising, event and volunteer tshirts; logo and link listed prominently on HMF event website throughout 2012, color full page ad in event program; recognition by emcee; 6 VIP passes including access to green room tent featuring food and beverages.

___ **Green Room Sponsor: \$1,500** includes exclusive banners and table top advertising in VIP lounge; business logo printed prominently on all posters, flyers, advertising, event and volunteer tshirts; logo and link listed prominently on HMF event website throughout 2012, color full page ad in event program; recognition by emcee; 4 VIP passes including access to green room tent featuring food and beverages.

___ **Volunteer TShirt Sponsor: \$1,500** includes exclusive premium business logo size and placement; logo printed prominently on all posters, flyers, advertising, event and volunteer tshirts; logo and link listed prominently on HMF event website throughout 2012, color full page ad in event program; recognition by emcee; 4 VIP passes including access to green room tent featuring food and beverages.

___ **Presidential Medal of Freedom: \$1,000** includes business logo printed prominently on all posters, flyers, advertising, event and volunteer tshirts; logo and link listed prominently on HMF event website throughout 2012, color full page ad in event program; recognition by emcee; 10' x 10' vendor booth with table and 2 chairs; 4 VIP passes including access to green room tent featuring food and beverages.

___ **Mayor of Castro Street: \$750** includes business logo printed prominently on all posters, flyers, advertising, event and volunteer tshirts; logo and link listed on HMF event website throughout 2012, half page b/w ad in event program; recognition by emcee; 2 VIP passes including access to green room tent featuring food and beverages.

___ **Milk: \$500** includes business logo printed on event and volunteer tshirts; logo and link listed on HMF event website throughout 2012, logo included in event program; 2 passes including access to green room tent featuring food and beverages.

___ **Pride: \$250** includes business logo and link listed on HMF event website throughout 2012; logo included in event program.

(EVENT PROGRAM ADVERTISING DETAILS ON NEXT PAGE)

HMF Vendor Booth Request: (Note vendor space is very limited and subject to availability; space is not guaranteed until 4/23/12 as priority is given to event sponsors.)

___ 1 vendor booth - prior to 5/1/12 cost is \$125 for business or \$100 for 501c3 nonprofit with documentation after 5/1/12 cost is \$150 for business and \$125 for nonprofit. Please note - all 10' x 10' vendor booths include tent, 8' draped table, and two chairs. This is an outdoor event.

HMF Event Program Advertising: Advertising deadline is April 23, 2012. Ads must be print ready, in electronic format, and minimum 300 dpi. Expected minimum circulation is 1,500 pieces day of event.

___ Center Full Color Two Page Spread: \$750 (cash sponsor only)

___ Full page color ad \$250

___ Full page black and white \$175

___ ½ Page black and white \$125

___ ¼ page black and white \$75

HMF Event Rules and Regulations

SET-UP: Begins at 12:00 PM and must be **completed by 3:30 PM.**

TEAR DOWN: May not begin before 9:00 PM and must be **completed by 12:00 AM.** Food and alcohol vendors may not tear down until **11:00 PM.**

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, 5/12/12. I will not file any claims against the Harvey Milk Festival Sarasota, 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 N. Pineapple Ave 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 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 area are permitted. All packaging materials and boxes are to be stored out of sight.
- 5) Vendor must conduct all activities and sales only within his or her 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. 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.

In signing this agreement for the Harvey Milk Festival 2012, 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: _____

Company or Organization
Affiliation _____

Date: _____ Contact Phone: _____

Payment may be made by check or Pay Pal:

Make checks payable to Harvey Milk Festival, Inc (HMF).

**Mailing address: c/o Shannon Fortner
1342 17th Street, Sarasota, FL 34234
941-228-4872**

For Pay Pal, use email address: HMFsinc@gmail.com.

The mission of the Harvey Milk Festival is to support and foster live music and performance artists, and to promote equal human rights.

The 2010 inaugural Festival event was a resounding success, with 2,000 community members in attendance, dozens of sponsors, and a host of bands, artists, speakers, and entertainers, as well as support from many Rosemary District businesses. The 2011 event was held at the same outdoor location, on 5th Street just west of Central Avenue in Sarasota's Rosemary District, and had attendance of over 3,300.

The 2012 Harvey Milk Festival will be held at Five Points Park, Downtown Sarasota, on Saturday, May 12, 2012 from 4:00 pm to 12:00 am. Related events are being planned for Thursday, May 10 and Friday, May 11, 2012.

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