



# **PRIDE CHARLOTTE**

**2011 partnership guide**

**pride week: august 19-28**  
**festival: august 27, 2011**



Thank you for your interest in working with Pride Charlotte to better our community. Our hope is to build collaborative partnerships with other organizations, businesses and individuals interested in planning events for or with us, sharing marketing opportunities, and trading services. By establishing this process, we hope to be visible year round in the community and establish Pride Charlotte partnerships that help our community build on past successes and transform into a vibrant and visible part of the larger Charlotte community. If we work together, Pride Charlotte is willing to add your organization to our Media or Community Partnership categories. If funds are raised to support Pride Charlotte, we are willing to provide sponsorship credit toward a sponsorship as well as visibility in the community when the minimum sponsorship donation has been met.

All event proposals are reviewed and evaluated for feasibility and suitability with Pride Charlotte's goals and objectives. The following is a partial list of the criteria that will be used to evaluate your proposed partnership:

- Does the activity support and promote the mission and image of Pride Charlotte?
- Does the activity have a realistic budget, timeline, and plan?
- Does the activity fit within the scope of other events already planned?
- Who will coordinate the activity and is there a planning committee?
- Does this activity give Pride Charlotte visibility within the community?

If you have any questions or need more information, please contact us. Also, we plan on updating our website to address common questions we receive. Check it out at [Pridecharlotte.com](http://Pridecharlotte.com)

Warmest regards,

Jonathan Ray Hill  
2011 Co-Chair

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2011 Co-Chair

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*\*Pride Charlotte is project of the Lesbian and Gay Community Center of Charlotte, a non-profit organization. We encourage you to consult with your tax advisors as to the deductibility of any donation to Pride Charlotte.*



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## *Partnership Guidelines*

We have designed the following guidelines to answer your questions and expedite the processes by which we become officially aligned together for a Pride Charlotte partnership. Establishing these guidelines helps ensure Pride Charlotte and you are promoted with integrity, attendees receive the hospitality they deserve and to ensure the partnership is aligned with Pride Charlotte's goals and objectives.

The enclosed guidelines must be signed by all key parties and included with all final partnership proposals/agreements. To receive in-kind credit for 2011 Pride Charlotte, all proposals must be submitted by July 1, 2011 and the events must occur on or before August 27. Even if you don't make this deadline, please let us know your idea as we are also looking for ideas supporting the 2012 Pride Festival.

### **GUIDELINES FOR PRIDE CHARLOTTE PARTNERSHIPS**

1. Support and promote the mission and image of Pride Charlotte.
2. Permission:
  - a) Pride Charlotte retains the right to ensure that its name is being used properly, that funds are being handled and accounted for in a responsible manner, and that fundraising activities are consistent with our overall mission and goals of Pride Charlotte.
  - b) All Pride Charlotte branded fundraising events require approval by and written authorization from the Pride Charlotte Planning Committee written permission in advance. Please do not make public announcements or promote the event until you receive approval of your event proposal.
  - c) All fundraising events must comply with all federal, state, and local laws governing charitable fundraising, gift reporting, and special events.
  - d) All city, county, and state permits and approvals needed for the event must be obtained prior to the event. These include but are not limited to alcohol permits, health and sanitation permits, and those issued by the Charlotte Mecklenburg Fire and Police departments.
  - e) All co-branding organizations must provide evidence to show good legal standing with the appropriate regulatory body. (Business licenses, Not for Profit Status, etc.)
3. Event Promotion & Logo Usage
  - a) Any use of the Pride Charlotte name and/or logo must be approved by the Pride Charlotte Planning Committee in writing prior to use by the Third Party.
  - b) The Pride Charlotte Planning Committee must review and approve in writing all promotional materials (including press releases, public service announcements, scripts, posters, ads, brochures, etc.) before they are used.
  - c) Once your event is approved it will be added to Pride Charlotte's calendar of events at [PrideCharlotte.com](http://PrideCharlotte.com), on our Facebook page, through our email distributions, and in conjunction with other planned events.

- d) For Fundraising Events where Pride Charlotte has a limited role in the planning and execution of the event, all promotional materials must state that your event is raising funds to benefit the Pride Charlotte. Promotional materials should identify Pride Charlotte as the beneficiary of the event, not the sponsor.

4. Financial Guidelines

- a) Pride Charlotte’s tax-exemption status cannot be extended to any Third Party Activity, Host, and/or Event. Donations made directly to Pride Charlotte may be eligible for tax-exemption status.
- b) For Fundraising Events: If event expenses are greater than the total revenue generated, the Third Party conducting the event is responsible for payment of outstanding and additional expenses.
- c) For Fundraising Events: Payment of proceeds generated by the event and due to the Pride Charlotte must be sent to Pride Charlotte within 30 days after the event.

5. Sponsorship & In-kind Donations

- a) Pride Charlotte does not advance monies, provide donor lists, or solicit sponsorship revenue or in-kind donations (products or services such as silent auction items or printing) for external fundraising events planned by a Third Party.
- b) For Fundraising Events: The value of in-kind donations should not be included in your total event revenue.
- c) For Fundraising Events: In order to guarantee proper acknowledgement and tax documentation to event donors, the Third Party is required to provide Pride Charlotte with a list of all donors and donations within 30 days after the event. See Donation Record section on the Proposed Budget page.

6. Cancellation, Liability & Changes

- a) You must advise Pride Charlotte of any changes to your partnership proposal or the associated event/activity.
- b) If circumstances warrant, Pride Charlotte may, at any time, cancel the event or withdraw their involvement. You thereby agree to cancel the event, if so directed, and further agree to release Pride Charlotte and all its officers, directors, members and volunteers from any and all liability in connection with such action.
- c) The Pride Charlotte Partner agrees to defend, indemnify and hold harmless Pride Charlotte and all its officers, directors, members, and volunteers against any and all claims and/or liabilities that may arise as a result of the event. In the alternative, the Pride Charlotte Partner may obtain a general liability insurance policy, which covers claims and liabilities arising out of the event and must name Pride Charlotte as an additional insured.

I have read and agree to follow the above stated guidelines.

Name:

Date:

Signature:

Each key stakeholder must sign a copy of these guidelines. Keep one copy of these guidelines for your records and return the signed original with your complete Event Proposal Form to the Pride Charlotte Planning Committee.