



ATLANTA PRIDE SMALL BUSINESS PARTNER PROGRAM

This program is designed to get small, independently owned businesses involved in Pride through a cohesive relationship that generates revenue for both parties. Atlanta Pride recognizes that it is often difficult for small business owners to write one lump sum check, so we are offering the opportunity for these owners to make a pledge and raise the money in increments over a span of time. This program is designed to promote our local, gay & gay friendly community businesses.

WHAT IS A SMALL BUSINESS?

A small business is an independently owned operation that is not a franchise or chain. A small business, for the purpose of this program, does not exist in multiple locations and is not owned by a larger parent company.

HOW DOES IT WORK?

By signing a pledge form, the small business agrees to raise \$1,500 or more for the Atlanta Pride Committee before Pride weekend. This can be done in a variety of ways to be determined by the business owner and approved by APC. In return, APC will promote the fundraising events happening at the business via the APC website, newsletter, and other advertising.

IS THIS A SPONSORSHIP?

While this is not a sponsorship, it is a partnership that provides marketing opportunity for the business and allows donating to Pride to become fun and affordable. Corporate Sponsors pay a minimum of \$5,000 for extensive branding opportunities directly associated with the festival (park signage, publications, banner display rights, naming rights, national and regional advertising, etc.).

WHAT BUSINESS GETS FOR \$1,500 PLEDGE:

- *Listing on Website
- **Atlanta Pride Small Business Partner” logo for business to use in advertising
- **Recognition on 1 “Special Thanks” sign at the Pride Festival (If pledge completed on or before June 1st)
- **Listing in 1 after Pride “thank you” ad in SOVO & David
- Events for Pride listed & promoted through our newsletter & website

*At least ½ of pledge must be given to APC before this kicks in.

** 100% of pledge must be given to APC to be included.

HOW BUSINESSES CAN RAISE PLEDGE:

- Through series of events. For Example:
 - Portion of door money every Saturday for a month
 - Portion of sales every Wednesday for a month
- One time event. For Example:
 - Special night to raise all of pledge at once
 - Business owner writes one check upfront
- APC is happy to help business owners brainstorm about ways to raise their pledge.

Initial

**ATLANTA PRIDE SMALL BUSINESS PARTNER PROGRAM
PLEDGE FORM**

Business Name: _____

Contact Person: _____

Phone: _____ Email: _____

Mailing Address: _____

Website: _____

By signing below, we agreeing to raise \$1,500 for the Atlanta Pride Committee by Pride Weekend. We understand that our methods for raising the pledge must be approved by the Atlanta Pride Committee and we will adhere to the following guidelines:

If we exceed the original \$1,500 pledge, but have told patrons that their money is going to Pride, that money will still be donated to APC.

For example: It was advertised that 10% of all sales on Wednesdays in February go to APC, and you hit your goal on the third week. You will still honor the fourth week, as APC will have promoted patronage on those days for the entire month.

We will not tie our fundraising efforts to a sponsor or corporate partner without direct consent from APC
For example: You cannot advertise "Miller Lite Pride Night", as it would jeopardize a partnership already in place with APC.

We will turn over money raised for APC within 3 days of the event at which it was raised
For example: On Friday night, half of all door money is being donated to APC. Cash or Check would be due to APC no later than the following Monday night.

Many of PRIDE'S corporate sponsors love to get involved in community events. If you are interested in their involvement, APC will gladly assist if we can.

Approved Signer – Business Partner Date

Deirdre Heffernan – APC Board Chair Date