

# PROGRAM ADVERTISING APPLICATION

Application Deadline: Aug. 31, 2007

Business Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Mailing Address: Street \_\_\_\_\_

City \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ E-mail: \_\_\_\_\_

Check your choice:	Size/Location	Dimensions (vert x horiz)	Price	-20% <sup>(1)</sup>
<input type="checkbox"/>	Outside Cover	8.5" x 5.5"	\$400	n/a
<input type="checkbox"/>	Inside Front Cover	8.5" x 5.5"	\$350	n/a
<input type="checkbox"/>	Inside Back Cover	8.5" x 5.5"	\$300	n/a
<input type="checkbox"/>	Full Page	8" x 5"	\$200	\$160
<input type="checkbox"/>	Half Page	3.9" x 5"	\$125	\$100
<input type="checkbox"/>	Quarter Page Vert.	3.9" x 2.4"	\$75	\$60
<input type="checkbox"/>	Quarter Page Horiz.	1.9" x 5"	\$75	\$60
<input type="checkbox"/>	Business Card Special	2.0" x 3.5"	\$60	\$48
<input type="checkbox"/>	Eighth Page	1.9" x 2.4"	\$50	\$40

(1)  20% discount for 501c3 nonprofit organizations

If you would like us to design a simple ad for you (one logo or image plus text), please add 50% to your ad price.

**Total amount submitted: \$ \_\_\_\_\_**

All prices are based upon camera-ready/electronic advertisements supplied by the advertiser. All artwork should be camera-ready. Preferred electronic formats are EPS, PDF, or high-resolution (300 dpi) TIFF or JPEG. CMYK color mode will yield the most accurate reproduction. Illustrator files should be flattened with all placed files embedded and text outlined. Submit cover ads with 1/8-inch bleed.

Please make your check or money order payable to The Sundance Association. Return the application, payment and ad copy or electronic file by Aug. 31, 2007 to:

Sundance Stompede 2007  
2261 Market St., PMB 225  
San Francisco, CA 94114

## STATEMENT OF POLICY

All advertising is subject to approval of the publisher and subject to availability. All fees and payments are due with the delivery of advertisement copy, or by space deadline, whichever comes first. The publisher shall reimburse the full cost of any advertisement that is not published due to publisher's error. Cancellation or changes must be submitted in writing and may not be made by the advertiser after space deadlines. Position of advertising is at the discretion of the publisher. The advertiser is responsible for claims and facts presented for publication and will assume full responsibility for any false information.

I have read and agree to the terms and conditions stated within this contract.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Business or Organization: \_\_\_\_\_

For questions, call The Sundance Association at 415-820-1403 or e-mail info@stompede.com



**October 18–21, 2007**  
**San Francisco, California**



## COMMUNITY PARTNER INFORMATION

**DONATIONS**  
**PROGRAM ADVERTISING**  
**VENDORS**  
**SPONSORSHIP**

**www.stompede.com**

Brought to you by  
The Sundance Association for Country-Western Dancing,  
creators of San Francisco's famous Sundance Saloon

**415-820-1403 • info@stompede.com**

## THE 2007 SUNDANCE STOMPEDE

The Sundance Stompede is an **extraordinary** country-western dance weekend for the gay/lesbian community, taking place October 18-21, 2007. The heart of the Sundance Stompede weekend is



Saturday night's **Hoedown 2007**, the LGBT community's annual gala country-western dance benefit, now in its eleventh year. The Sundance Stompede has grown from the seeds of the annual Hoedown event to become a full weekend of country-western dance activities, with a special focus on educational dance workshops, attracting hundreds of participants from all over the US, Canada and Europe.

The Sundance Stompede/Hoedown 2007 has earned a well-deserved reputation as a **grass-roots community event** of the highest order. Since 1997, each year this event has brought together dozens of volunteers, dozens of contributors and growing numbers of participants to **raise thousands of dollars** for charity (\$13,000 in 2006). Local business participation is always high, a reflection of the **trusting partnership** we have developed with the business community.

The Sundance Stompede is a project of the Sundance Association for Country-Western Dancing, a 501c3 nonprofit organization promoting country-western dance for the LGBT community. Tax ID: 94-3336172.

## BENEFICIARIES

### The AIDS/Breast Cancer Emergency Fund

Providing emergency financial aid to low-income people living with AIDS, disabling HIV or breast cancer, for basic living needs such as rent, utilities, and medical expenses. Tax ID# 94-2922039. [www.aidsemergencyfund.org](http://www.aidsemergencyfund.org)

### The Rainbow World Fund

Promotes LGBT philanthropy in the area of world humanitarian relief. RWF works to help people who suffer from hunger, poverty, disease, oppression and war by supporting relief efforts around the world. Tax ID# 94-3372560. [www.rainbowfund.org](http://www.rainbowfund.org)

## SILENT AUCTION

The Silent Auction at Hoedown 2007 is our **greatest source of fund-raising** at the Sundance Stompede. Each year dozens of local businesses participate with their donations of merchandise and services to the Silent Auction, raising thousands of additional dollars for our charitable beneficiaries. **100% of the Silent Auction proceeds go directly to our beneficiaries.**

All businesses and individuals that donate to the event receive **ample recognition** for their generosity, including a nice display at the event with the business and/or name clearly identified, a listing in the program, and a grateful letter of acknowledgment.

The Silent Auction is a great way for you to show your caring commitment to our community.



## PROGRAM ADVERTISING

You are invited to **place an ad in our program**. We are planning a press run of 1000 copies, some of which will be distributed in San Francisco locations in advance of the event. We are expecting several hundred participants who will receive the program and refer to it throughout the weekend. Many will be **visitors** from



out of town who will be looking for places to dine, shop and play, and many will be **locals** who may frequent your business again and again. This is a great way to support us while gaining direct positive exposure for you and your business!

The program will be professionally printed in **full color on glossy paper**. You can advertise with us for as little as \$50. Nonprofit organizations with 501c3 status may deduct 20% for selected ad categories. See the application on the reverse side for details.

**Questions? 415-820-1403 or [info@stompede.com](mailto:info@stompede.com)**

## VENDOR INFORMATION

The Sundance Stompede features a vendor area at the host hotel, where most of the activities take place. Over the weekend, we expect hundreds to pass through the vendor area, giving you a great opportunity to sell merchandise or display information. The vendor area will be open 1-6pm Friday and 10am-4pm Saturday and Sunday during the dance workshops, and 8pm-12mn during the Friday night dance.



## SPONSORSHIP

Support the Sundance Stompede and its charitable beneficiaries to the fullest extent by becoming a Stompede sponsor! Sponsorship of the Stompede demonstrates your community-based philanthropy in a way that generates very positive visibility for your business or organization. Your generosity will bring you recognition that will last well beyond the weekend.

### COPPER SPONSORSHIP (\$250)

Listing as a Sponsor in the program, newsletters and website • Verbal acknowledgment throughout the weekend • ¼ page color program ad

### BRONZE SPONSORSHIP (\$500)

**Add:** Upgrade to ½ page color program ad • Flyer inclusion in registration packets

### SILVER SPUR SPONSORSHIP (\$1000)

**Add:** Upgrade to full page program ad • Flyer inclusion in registration packets • Banner in the ballroom of the host hotel\*

### GOLD NUGGET SPONSORSHIP (\$2000)

**Add:** Upgrade to full page *inside cover* program ad • Flyer inclusion in registration packets • Banner in the ballroom of the host hotel\* • Vendor space at the host hotel • Special recognition throughout the event

### PLATINUM SPONSORSHIP (\$5000)

Contact us to see what we can do for you!

\*banner supplied by the sponsor