

# SPONSORSHIP & ADVERTISING APPLICATION

Advertising application deadline: April 15, 2021

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

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

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

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

## ADVERTISING OPTIONS

Size/Location	(horiz x vert)	Price
<input type="checkbox"/> Outside Cover	5.5" x 8.5" *	\$500
<input type="checkbox"/> Inside Cover	5.5" x 8.5" *	\$350
<input type="checkbox"/> Inside Facing Cover	5.5" x 8.5" *	\$300
<input type="checkbox"/> Full Page	5.0" x 8.0"	\$200
<input type="checkbox"/> Half Page	5.0" x 3.9"	\$125
<input type="checkbox"/> Quarter Page Vert.	2.4" x 3.9"	\$75
<input type="checkbox"/> Quarter Page Horiz.	5.0" x 1.9"	\$75

\* plus 0.125" bleed

20% discount for 501c3 nonprofits (excl. covers)

If you would like us to design a simple ad for you (one logo or image plus text), please add \$75.

## SPONSOR OPTIONS

Level	Price
<input type="checkbox"/> Platinum	\$5000
<input type="checkbox"/> Gold Nugget	\$2000
<input type="checkbox"/> Silver Spur	\$1000
<input type="checkbox"/> Bronze	\$500
<input type="checkbox"/> Copper	\$250

submit ad by April 15, 2021

## AUCTION DONORS

Auction deadline: May 1, 2021

Donation Description: \_\_\_\_\_

Donation Value: \$ \_\_\_\_\_

**VENDOR:** Please see separate vendor application.

Vendor deadline: April 15, 2021

## Advertisers and sponsors complete this section:

**TOTAL AMOUNT SUBMITTED:** \$ \_\_\_\_\_

Please make your check or money order payable to **The Sundance Association**. Return the application, payment and ad copy or electronic file by April 15, 2021 to:

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

All prices are based upon press ready electronic advertisements supplied by the advertiser. Minimum resolution 300 dpi. CMYK color mode preferred. Preferred electronic format is PDF, or high-resolution (300 dpi) TIFF or JPG. \*Cover ads total dimension 5.75" x 8.75".

## 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



May 27–30, 2021  
San Francisco, California



## COMMUNITY PARTNER INFORMATION

DONATIONS  
PROGRAM ADVERTISING  
VENDORS  
SPONSORSHIP

[www.stompede.com](http://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 2021 SUNDANCE STOMPEDE

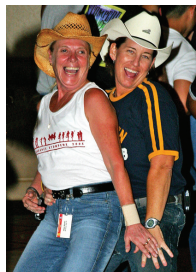
The Sundance Stompede is an **extraordinary** country-western dance weekend for the LGBT+ community, taking place in San Francisco May 27-30, 2021 (postponed from September, 2020 due to COVID-19).



The heart of the Sundance Stompede weekend is Saturday night's **Hoedown 2021**, the annual gala country-western dance. 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. It attracts hundreds of participants from all over the US, Canada and beyond. The Stompede has fostered a global community that has profoundly affected the lives of many.



Entirely organized and staffed by volunteers, the Sundance Stompede 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. We depend on the help of local businesses for our success.



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, best known for its twice-weekly Sundance Saloon, focused on providing a welcoming and inclusive environment for all. Tax ID 94-3336172.



# SPONSORSHIP

Support the Sundance Stompede and its charitable beneficiaries to the fullest extent by becoming a Stompede sponsor! Your sponsorship demonstrates your community-based philanthropy in a way that generates very positive visibility for your business or organization.

- Listing as a sponsor in the program, newsletters and website
- Verbal acknowledgment throughout the weekend
- Full color program advertisement
- Complimentary Stompede Passes
- Logo display at Sundance Stompede
- Flyer inclusion in registration packets
- Banner<sup>§</sup> in the ballroom of the host hotel
- Vendor/display space at the host hotel
- Customized benefits to suit you - contact us for details

	COPPER (\$250)	BRONZE (\$500)	SILVER (\$1000)	GOLD (\$2000)	PLATINUM (\$5000)
•	•	•	•	•	•
•	•	•	•	•	•
1/4 page	1/2 page	full page	inside cover*	back outside cover*	
#	1	2	4	8	
•	•	•	•	•	
	•	•	•	•	
		•	•	•	
			•	•	
				•	

\*subject to availability #admission to Saturday night Hoedown  
<sup>§</sup>banner supplied by the sponsor

# PROGRAM ADVERTISING

The program is professionally printed in full glossy color. Over 700 participants 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. Advertise for as little as \$75, with all proceeds supporting our beneficiaries. If you like, we'll even design a basic ad for you. See application on reverse for more details.

# SILENT AUCTION

The silent auction at the Saturday night Hoedown raises thousands of dollars for our beneficiaries year after year. Dozens of local businesses participate with their donations of merchandise and services. 100% of 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.

# VENDOR INFORMATION

Hundreds of people will pass through the vendor area at the host hotel, where most of the weekend's activities take place. This is an opportunity for you to sell merchandise or display information. Please see our separate vendor application for more details.

# BENEFICIARIES

## PRC

Tax ID# 94-3078431

Provides integrated legal, social, and health services for over 5,000 clients per year, helping those affected by HIV/AIDS, substance use, and/or mental health issues.

[www.prcsf.org](http://www.prcsf.org)

## IAGLCWDC

Tax ID# 20-5082866

Promotes country-western dancing, activities, and music internationally to all persons without regard to age, sex, gender or gender identity, religion, national or cultural origin, sexual orientation, disability or HIV status.

[www.iaglcwdc.org](http://www.iaglcwdc.org)