



## 2017 PRIDE WEEK SOUVENIR BOOKLET

As we prepare for Tarrant County Gay Pride Week Association - 36th Anniversary, we invite all LGBT allies, individuals, groups and organizations to join forces in being represented. Pride 2017 celebrates: "Live Life Bold" as we welcome folks to Fort Worth and Tarrant County for the largest LGBT attended events and activities.

Who we are: TCGPWA is organized to produce and facilitate a family friendly, safe environment. "Pride" celebrations and events are to promote a positive image for the community regarding Gay, Lesbian, Bisexual and Transgender individuals. As well as educate and celebrate the diversity of the LGBT Community of Tarrant County, its Families, Friends, and Supporters.

The annual souvenir booklet promises to be the go-to guide for all things Pride in Tarrant County. That means for your business, organization, cause or event, this year's souvenir booklet is certain to be the best, most visible platform to reach the lucrative LGBT market. A proven advertising suggestion: Coupons are a good tool to include in your ad. It can generate traffic to your business or vendor location. Coupons for discounts, free items or drawings are a great way to utilize your ad space.

The souvenir program will include information about all events, including maps and event details for Pride as well as the complete "Official Pride Schedule". The guide offers slick full-color advertising opportunities, top-notch printing and design. Don't miss your chance to reach out to one of the most sought-after demographics. Read more about specifics for advertising in the attached form. Proceeds from the booklet will underwrite expenses for the 36th annual celebration.

New this year, as well as our print copy, online distribution of the program will be to all advertisers, locally and throughout the State of Texas, via our cross marketing program, to the LGBT Community; organizations, churches, high traffic businesses and at all Pride Week Events in October.

### 36th Anniversary Dates & Events of Interest

October 4th thru 15th

October 4th - Kick Off w/Mayor Betsy Price

October 7th - Pride Parade, 12pm, Downtown - Fort Worth

October 7th - Pride Water Garden Festival, 12pm - 8pm, FW Water Gardens

October 8th - Pride Picnic, 12pm - 6pm, Trinity Park

Veronica Penrod

Souvenir Program Co-Chair

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# Official Guide to 2017 Pride Week

## OCTOBER 4TH - 15TH SOUVENIR PROGRAM ADVERTISING

**DEADLINE: AUGUST 31ST, 2017**

**36TH ANNIVERSARY - "LIVE LIFE BOLD"**

### Advertiser Information

Company Name: \_\_\_\_\_ Date : \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_  
Street Address: \_\_\_\_\_ Apt#/Suite: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_  
Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Advertising Rates (Full Color)**      3,000 Copies      Finished Program Size: 5.5" w x 8.5" h

Ad Size	Size Specification	Ad Rates	* Ads must be in pdf or jpeg format. If you'd like us to design your ad, you will incur a \$25 fee per ad. Ad space is guaranteed by payment.  * Make online payments at <a href="http://www.tcgpwa.org/donate.html">http://www.tcgpwa.org/donate.html</a> Payment confirmation, ad and your signed application must be emailed to: <a href="mailto:booklet@tcgpwa.org">booklet@tcgpwa.org</a>
Inside Covers/ Center Pages	5" w x 8" h	\$400	
Full Page	5" w x 8" h	\$300	
Full Page (full bleed)	6" w x 9" h	\$300	
Half Page	5" w x 3.875" h	\$225	
Quarter Page	2.375" w x 8.375" h	\$175	
Business Card	Business Card Size	\$75	

Ad Size: \_\_\_\_\_ Full \_\_\_\_\_ Half \_\_\_\_\_ Quarter \_\_\_\_\_ Business Card      Amount Due \$ \_\_\_\_\_

EMAIL ADS TO: [BOOKLET@TCGPWA.ORG](mailto:BOOKLET@TCGPWA.ORG)      For info, call: Veronica Penrod @ (817) 404-8135

TCGPWA reserves the right to refuse ads of an obscene or offensive nature.

Advertiser Name: \_\_\_\_\_ Signature: \_\_\_\_\_  
(print) (sign)