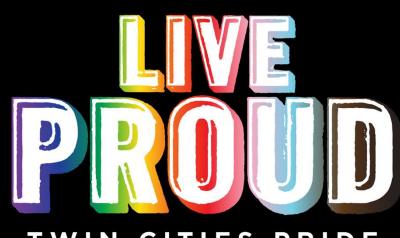
Twin Cities Pride 2025 Festival Vendor Informational Session

Festival Changes and Vendor Information

Festival Dates: June 27-29, 2025

Information Session Dates: January 5th & 9th 2025



TWIN CITIES PRIDE 2025





Pride Event Vendor Team



Derrick Strom (he/him)

Event Vendor Manager



Emily Sears (she/her)
Event Vendor Coordinator



Sarah Barnett (she/her)

Event Vendor Coordinator



Mitch Markgraf (he/him)

Food Vendor Manager



Ali Stiber (she/her)

Sponsorship Coordinator



Braeden Johnson (he/him)

Vendor Integrity Manager



Cory Hilden (she/her)

Events Logistic Director



Topics



- 2025 Festival Information and Theme
- Who should apply, & attendance estimates, Festival Impact
- Improvement Focus
- 2025 Changes in Loring Park
- Color Sections
 - Booth Vendor Information Meeting
 - O Pricing & new vending options
 - Special Sections Acceptance Criteria
 - Selecting Booth Preferences
 - Food Vendor Information Meeting
 - Vehicle Types
 - How to Measure
 - Electrical Connections
 - Cannabis/THC Vendor Information Meeting
 - Location & Logistics
- All Vendor Application Process & Timeline
- Wifi, Parking, Ice
- Resources for Vendors

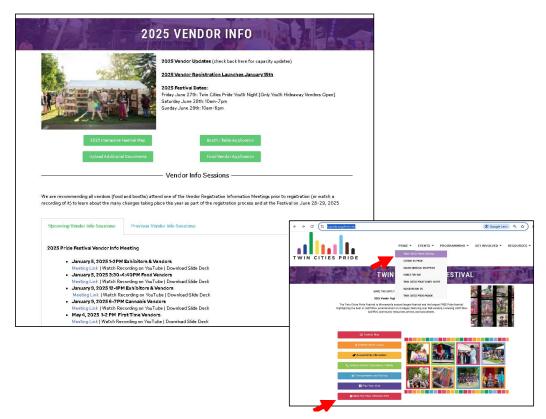




2025 FESTIVAL INFORMATION

https://tcpride.org/2025vendorinfo/ https://tcpride.org/festival/

- Applications
- INTERACTIVE MAP
- Pricing Information
- FAQ
- Vendor Meeting Decks & Recordings







2025 Twin Cities Pride Festival Theme



The theme "Live Proud" celebrates self-acceptance, visibility, and resilience. It encourages individuals to embrace their identities and express themselves authentically, fostering a sense of community and solidarity among LGBTQ+ individuals and allies. Overall, "Live Proud" is a powerful call to embrace one's identity, advocate for equality, and celebrate the beauty of diversity within the LGBTQ+ community.



Who Should Apply?

We welcome vending businesses and organizations who affirm and support our mission. Twin Cities Pride wishes to create an environment that celebrates the gathering of community, while remembering our history and all who have gathered before us.

- Twin Cities Pride seeks to empower every LGBTQ+ person to live as their true self and to create a future where all LGBTQ+ people are valued and celebrated for who they are.
- The Pride celebration commemorates and continues the fight against discrimination and the ongoing struggle for equality, for lesbian, gay, bisexual, transgender, and queer persons and their families.





2025 Twin Cities Pride Festival Attendance Estimate

2024 Attendance:

- Festival & Parade attendance estimate at 600k
- 620 merchandise vendors & exhibitors
- 47 food vendors

2025 Attendance Estimate:

- Festival & Parade attendance estimate at 650k+
- 650 merchandise vendors and exhibitors
- 50 food vendors







Vendor Integrity Team



Why a Vendor Integrity Team?

At the Twin Cities Pride Festival, we believe in continuous improvement and the creation of a vibrant, welcoming space for all. The Vendor Integrity Team is a proactive initiative aimed at ensuring that our vendors contribute to the festival's core values of diversity, inclusivity, and professionalism. Our primary goal is to foster a positive and inclusive environment where vendors, festival-goers, and the community can thrive together.

Responsibilities

- Upholding Festival Policies & Standards
- Addressing Rogue Vendors
- Secret Shopping
- Handling Vendor Complaints
- Nurturing a Positive Community Experience
- Empowering Vendor Success





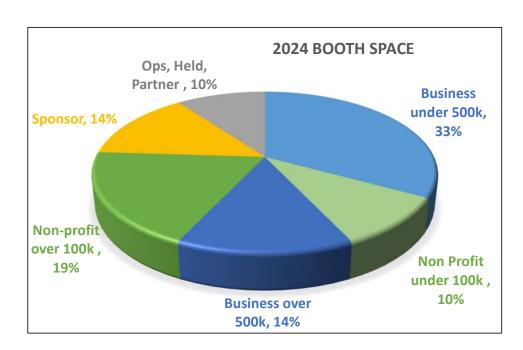
2024 Festival Booth Allocation

Primary Sources of Revenue: Vendor Booth Fees and Sponsorships

Non-Profit under 100k & Business under 500k = 43% Non-Profit over 100k & Business over 500k = 33% Sponsors at all levels = 14% Operations = 10%

Booths Tiered Pricing (Based on Annual Revenue):

- 243 B Level 0 Under \$150,000
- 36 B Level 1 \$150,000 \$500,000
- 14 B Level 2 \$500,00 \$1,000,000
- 16 B Level 3 \$1,000,000 \$5,000,000
- 10 B Level 4 \$5,000,000 \$15,000,000
- 24 B Level 5 \$15,000,000 +
- 13 B Cannabis Garden
- 71 NP Level 1 Under \$100,000
- 31 NP Level 2 \$100,000 \$1,000,000
- 38 NP Level 3 \$1,000,000 \$5,000,000
- 73 NP Level 4 \$5,000,000 +
- 101 · Sponsorships at all levels
- 26 Programming & Community Partners
- 48
 Operations



Why:

This pricing model allows us to have a diverse group of businesses and non-profits (small and large) that represent and service our community and still allow us to pay for the cost to produce and run the festival.

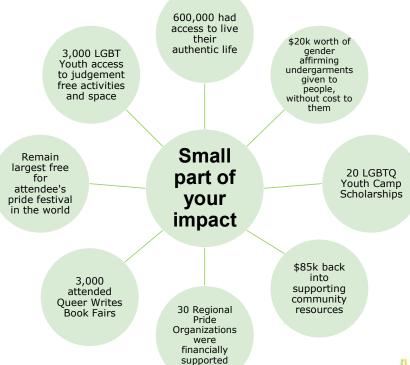




2024 Festival Impact

In addition, Twin Cities Pride started year-round programing:

- Rainbow Wardrobe
- Opening of the Pride Cultural Arts Center (Feb 2025)
- Artist in Residence Program
- Fall Festival
- Rainbow Feast
- Trunk or Treat
- Office space for LGBTQ+ Organizations meetings
- Facilitate & Coordinate Trans Refuge Coalition in MN
- Support and collaboration with 56 MN Prides







Key Dates

Info Meetings & Launch

Jan 5 & 9 Exhibitors & Vendors
Jan 5 Food Vendors
Jan 9 Cannabis Vendors
Jan 15 Vendor Application Launch

First Time Vendor Meeting	May 4
Vendor Load-in Meetings	May 22 & 25
Vendor Packet pick-up	June 10-14
Vendor Load-in	Thursday & Friday June 26 & 27





2025 Priority Improvement Focus

Challenge

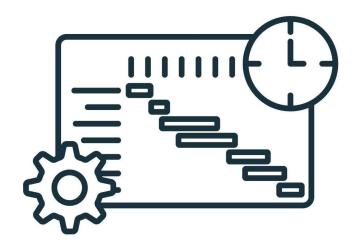
- 1 week of setup in Loring is not enough time
- 12 hours is not enough time for all our vendors to get loaded in and exiting in 2 hours is logistically crazy

Change in 2025

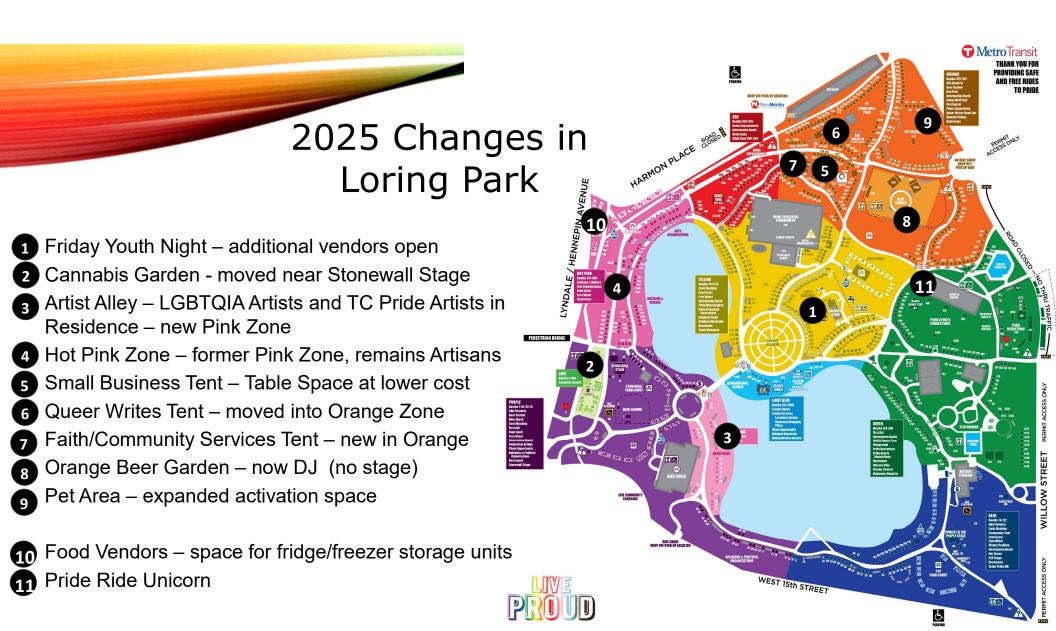
TC Pride is expanding to a two-week setup in Loring.
 June 15-27th

Impact for Vendors

- Packet Pickup on scheduled days June 10-14 or in Loring after 25. No Packet Pick-up 15th-24th
- Details to come but expect Thursday Load-in and Monday Load Out







Color Sections



Section Color	Section Description
Hot Pink	Artisans, Art Organizations, Food Court & Trucks
Purple	Religious & Political Organizations, Stonewall Stage, Food Court & Trucks, Beer Garden, Bike Check, ADA Platform, First Aid
Lime Green	THC / Cannabis Garden
Pink	LGBTQ Artist, Art Installation, Artist Alley (Artists In Residence)
Blue	Community Organizations, Businesses, Community Tent, Our Space, P2P Stage, ADA Platform, Food Court & Trucks
Green	Businesses, Pride Organizations, Pride Sports Organizations, Sober Pride, Volunteer Check-in, Vendor Central, First Aid, HIV Testing, History Pavilion, NSGRA Dance Tent
Light Blue	Escape Space, Family Services & Rainbow Wardrobe, Universal Changing Place & Remembrance Garden
Yellow	Youth Hide Away, Rainbow Wardrobe – Gender Affirming Clothes, Businesses, Schools, Rainbow Stage, Pride Merchandise, Food Court & Trucks
Orange	Pet Zones, Dog Park, Living Well Park, Beer Garden, Queer Writers, Quorum Village, ASL, Schools and Businesses, Small Business Tent
Red	Home Improvement Zone, Mature Audiences (Adult) Zone, Businesses



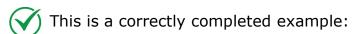


ST-19 Tax Form

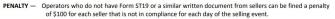
*** Required from ALL vendors at time of application submission ***

Completion Requirements:

- Business Name and Address
- Name, Location, and Dates of Event
- · Tax ID number if required
- Completion of Tax Exemption section if Tax ID number is not required
- Signature
- Required from all vendors, even if they are not selling at the festival.



	Name of Business Selling or Exhibiting at Event		Minnesota Tax	(ID Number
	Seller's Complete Address	city Saint Paul	State MN	ZIP Code 55104
Уре	Name of Person or Group Organizing Event	Calift Faul	IVIIV	33104
Print or Type	Twin Cities Pride			
ŧ	Name and Location of Event			
4	Loring Park, Minneapolis MN			
	Date(s) of Event			
	June 23 - June 25 2023			
Sales Tax Exemption Information	people primarily aged 18 and un Youth or senior citizen group wi before January 1, 2015)(MS 297.	a tax ID number and remits the sales tax exemption requirements described beloses by a nonprofit organization that proder (MS 297A.70, subd. 13[a][4]). th fundraising receipts up to \$20,000 pe	x on my behalf. This is ow: ovides educational and r year (\$10,000 or less	oany), and the home
Sign Here	I declare that the information on this certifica authorized to sign this form.	ote is true and correct to the best of my k Print Name Here Daytime Phone	nowledge and belief an	d that I am











THC/CANNABIS VENDORS



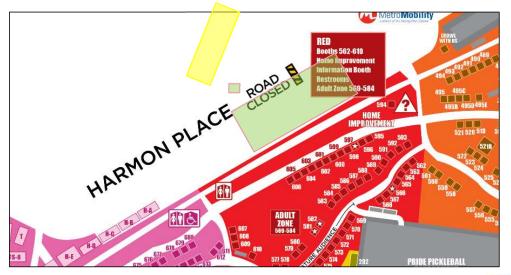
Cannabis/THC Vendor Location Options*

Lime Green Color Section – by Stonewall Stage

2025 Location in Loring Park Pending Minneapolis Parks & Rec Board Approval



2025 Alternate Location if not in Loring Park







CANNABIS GARDEN

Cannabis/THC Vendor Location Options*

2024 Location

- Reduced footprint at night open for traffic



2025 Alternate Location if not in Loring Park

- No reduced footprint, alley becomes road









Cannabis/THC Vendor Information & Changes

Lime Green Color Section – by Stonewall Stage

- THC only allowed in the Cannabis Garden
- THC products are not permitted to be consumed anywhere else in Loring Park
- The Minneapolis Parks and Recreation Board bans by policy the use of "Tobacco products of any form, and cannabis or THC products that produce vapor or smoke in any form" from Loring Park, including within the Cannabis Garden.
- All vendors are required to comply with ALL MN Statutes, including Statute 342, 342.40, and 342.27
- Pricing \$3750 for a 10x10 booth space
- All Materials, Storage, and Operations (including back of house) must occur within your booth space. **Do not** assume you have space beside or behind the booth to use.
- 24/7 Dedicated Security in Cannabis Garden after setup and during festival
- No daily tear-down
- \$5 daily wristband with re-entry privileges
- No Portable Generators Power Rental Fee \$650
- No non-THC Beverage Sales (No Water, Soda, Alcohol) limited specialty THC Beverages with application.
- Limit of 1 Space
- Listing in Pride Section of Lavender Magazine June 15th issue.









Registration Opens & Application Submission



We expect to sell out in April.

Application Submission - with Credit Card or ACH only paying the application fee of \$50 (non-refundable) Select 3 booth specific preferences from available booths

Before starting an application, please have the following electronic documents available: Photograph of your booth/truck/trailer setup, and surrounding area. Images and List of your products or food items including prices and/or your Menu. Description of how you plan to engage and interact with festival attendees. Any Permits or Licenses required.

- We DO not guarantee placement in any particular location and reserve the right to move vendors up to the start of the festival.
- We will limit the number vendors who serve similar food items or have similar products / services.
- Each Vendor will be limited to a maximum of 2 booth locations OR 3 food locations.
- No Portable Generators will be allowed in Loring Park
 - Portable Generators will only be used by TC Pride for Operations & Sponsors when tapping into larger electrical systems are not available.
- By submitting an application Food Vendors agree to use the POS system for all Cash & Credit Card Sales.
- Receiving an email acknowledgement of the submission IS NOT ACCEPTANCE AS AN APPROVED VENDOR.
- · NOTE COMPLETED ST-19 will be REQUIRED with the APPLICATION or it will be waitlisted.
- · ALL exhibitors/food vendors (whether selling or not) MUST submit a completed Minnesota Revenue Form ST-19.









Jury Process

Jury Process: Application will be reviewed no later than 1 week after submission.

 We will do all we can to protect the LGBTQ community & uphold our mission and purpose in holding a Pride Festival.

We seek involvement from vendors who affirm and support our mission and the history of and purpose in holding a pride festival:

- Twin Cities Pride seeks to empower every LGBTQ person to live as their true self and to create a future where all LGBTQ people are valued and celebrated for who they are.
- The Pride celebration commemorates and continues the fight against discrimination and the struggle for equality, for lesbian, gay, bisexual, transgender, and queer persons and their families.

First Come / First Serve - based on applications submitted while giving consideration to the experience that we are seeking to provide to festival attendees. Acceptance to Twin Cities Pride includes, but is not limited to, the following criteria:

- Commitment to and support of the LGBTQ community
- Proposed product, services or menu (quality, pricing, uniqueness)
- Past Twin Cities Pride experience
- Sustainability Practices
- · Other outdoor event experience
- Booth size and power requirements

- Level of professionalism
- Agreement to conform to established procedures
- · Honesty in reporting sales data (food vendors).





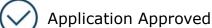




Decision

Decision Process: Applications will be decided upon no later than 2 weeks after submission





- Expect 70-85% to be approved
- Booth space will be assigned & Eventeny Marketplace will be activated
- All remaining fees associated with application will be charged
- COI (proof of insurance) must be provided within 2 weeks or approval will be withdrawn with no refund provided.
- Registration may be cancelled within 2 weeks. Refund of remaining fees, less processing fees will be provided.



Application Waitlisted

- Expect 10-25% to be waitlisted
- Acceptance criteria have been met but there are no longer any currently available spaces
- Submitted ST-19 was not valid or complete
- Application may be cancelled with no additional charges processed
- If remain on the waitlist, approval can be processed if a space opens.
- We will contact you before processing the approval to verify continued interest



Application Rejected

- Expect 3-5% to be rejected
- Acceptance criteria not met
- Multiple vendors already approved who provide a similar product, service, or menu.
- Similar vendors already waitlisted.







Finish & Confirm



- COI Proof of Liability Insurance must be submitted onto a Document Upload application.
- If a valid COI Proof of Liability Insurance is not provided within these two weeks, the "Approved" status will be withdrawn and no refund will be provided. COIs may also be attached to the vendor application prior to submission.
- Vendors may cancel their application during this time with a full refund provided, minus the initial application fee and any processing fees.

ALL Vendors are REQUIRED to obtain Liability Insurance for Twin Cities Pride.

As we continue to increase the accessibility, safety, and security of attendees, vendors, and staff; we must ensure every vendor has submitted a current Certificate of Liability insurance. Coverage must be in the amount of \$1,000,000 (minimum) or more. Twin Cities Pride must be named as an additional insured on the policy of the proof of insurance (Certificate of Liability Insurance). Address for your providers:

Twin Cities Pride, 1618 Harmon Place, Minneapolis, MN 55403

Applications containing expired documents will be incomplete and will not be considered submitted on time.









Example of a VALID COI:

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Letter on Company/State letterhead is acceptable in place of a COI when Self-Insured:



DATE: July 1, 2022 and continuous until cancelled

FROM: State of Minnesota Risk Management Division

TO: To Whom It May Concern

RE: Self-Insurance Letter: General Liability, Auto Liability, and Workers' Compensation

This letter is being provided in lieu of a Certificate of Insurance.

This letter is to certify that the Minnesota Department of Management and Budget is an agency of the State of Minnesota and is self-insured with respect to its General Liability, Auto Liability, and Workers' Compensation coverages as provided by statute.

General Liability

Minnesota Statute 3.732 prescribes the settlement of claims and Minnesota Statute 3.736 Tort Claims prescribes the limits, exclusions and procedures, with the limits being \$500,000 per person and \$1,500,000



Note: Falsifying Insurance Documents is considered Insurance Fraud according to MN Statute 609.611





- Must be a Certificate of Liability Insurance
- Must be valid during all dates of the festival
- Must have at least \$1,000,000 of coverage
- Coverage must be General Liability

 Must list Twin Cities Pride as an additional insured (with current address)

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ACORD 25 (2016/03)

The ACORD name and logo are registered marks of ACORD







Reasons a COI will NOT be accepted

- Coverage type is not General Liability.
- Coverage expires prior to the end of the festival (June 30, 2025).
- Coverage amount is less than \$1,000,000.
- Twin Cities Pride is not listed as an additional insured, with current address.



ERTIFICATE HOLDER	CANCELLATION
Daniel L. Scher and DanSun Productions	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE January Lowley-
ORD 25 (2016/03) The ACORD n	© 1988-2015 ACORD CORPORATION. All rights reser
1 1 1	© 1988-2015 ACORD CORPORATION. All rights reservance and logo are registered marks of ACORD and Remarks Schedule, may be attached if more space in register)
Twin Cities Pride and Fanfare Attraction	© 1988-2015 ACORD CORPORATION. All rights reservance and logo are registered marks of ACORD and Remarks Schedule, may be attached if more space in register)
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Addition	© 1985-2915 ACORD CORPORATION. All rights reservance and logo are registered marks of ACORD and Name-th Mindelan, may be allowful of much square in requirem

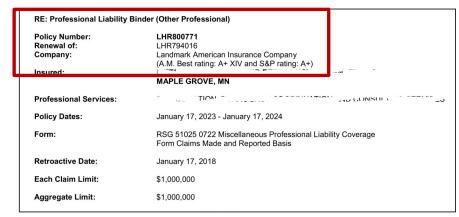






Insurance documents that will NOT be accepted:

- Copies of Insurance Policy Binders
- Emails from insurance companies
- · Receipts from insurance providers
- Documents that have been altered













Prepare & Attend



- Order Tent Rental, Confirm Equipment & Plan for 500,000 friendly faces.
- Think about how you plan to engage festival attendees and how you can pull the theme "Live Proud" into your booth space, conversations and intention for the weekend.
- Reflect on what it means to you to be part of this amazing community.
- Be on the lookout for Updates and Communication from us with final details about the festival.
- Be patient with us we are also working hard to prepare for you and others.
- Let us know if you have any questions and how we can help you.

Attend: You make Pride special for a lot of people - Come, Engage, Enjoy, Be Fully You!

- We will send information and have a special Info Session for Load-In and information needed just before and during the Festival. Please read, understand, and ask questions.
- Please comply with requests and stay in contact with us.
- There will be an In-Person Packet Pickup (with reserved parking)
- Load Out No vehicles are allowed to exit or enter the parks before 7 PM Sunday.





Wi-Fi Access



Expanded Coverage Areas - Separate Application in March.

Cost per device: \$175 until May 1st

\$225 until June 1st

\$275 onsite (for the weekend)

\$30 onsite (for 1 hour)

Temporary Wi-Fi network in Loring Park. More information on purchase and available coverage areas will come closer to the event.



https://tcpri.de/wifi





Parking

Separate Application in March.

Cost per car:

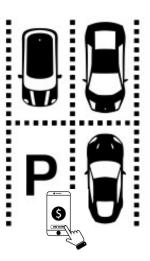


\$20 per day

\$50 3-day pass (fri-sat-sun)

Location:

Dunwoody College



1-day or 3-day parking (7-15 min walk)

Also available are city and private parking garages and surface lots in downtown/uptown.



Ice Separate Application in March.

Pre-Purchase 18lbs ICE for \$ per bag

- Pickup Ice at 1 of 4 Ice Booth Locations
 - No Refunds for any unused Ice



During the festival the cost will be \$ Credit / \$ Cash



Resources for Vendors



VIDEO: **Gender Identity and Pronouns - What Will You Teach The World?** https://youtu.be/J3Fh60GEB5E

Blog Post: How You Can Be an Active Ally

Blog Post: How to Be an Ally: From Curious to Courageous

PFLAG is an organization that offers support and education for families, friends, and allies of LGBTQ+ individuals.

<u>Straight for Equality: Becoming a Trans Ally Recording & Training Toolkit Supporting Trans & Nonbinary Loved Ones</u>





Q & A





Thank you

Please send feedback to festival@tcpride.org

