# Twin Cities Pride 2025 Festival Vendor Informational Session

**Festival Changes and Vendor Information** 

Festival Dates: June 27-29, 2025

Information Session Dates: January 5<sup>th</sup> & 9<sup>th</sup> 2025



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
    - O 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

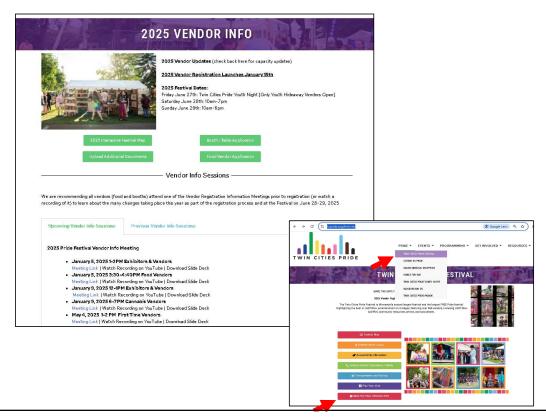




## 2025 FESTIVAL INFORMATION

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





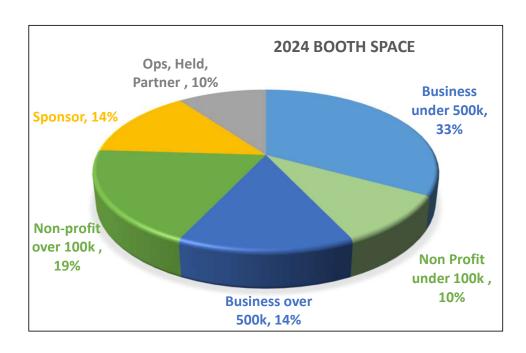
### 2024 Festival Booth Allocation

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.

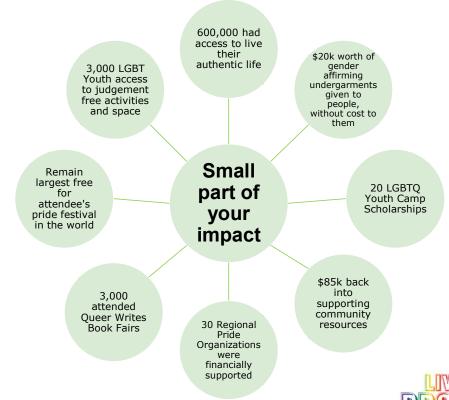




## 2024 Festival Impact

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

Wendor 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

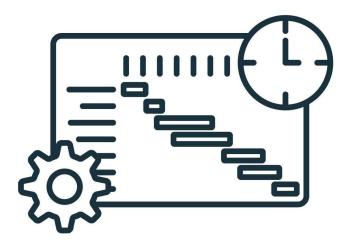
- 1 week of setup in Loring is not enough time
- 12 hours is not enough time for all our vendors to get loaded in and exiting in 2 hours is logistically crazy

#### Change in 2025

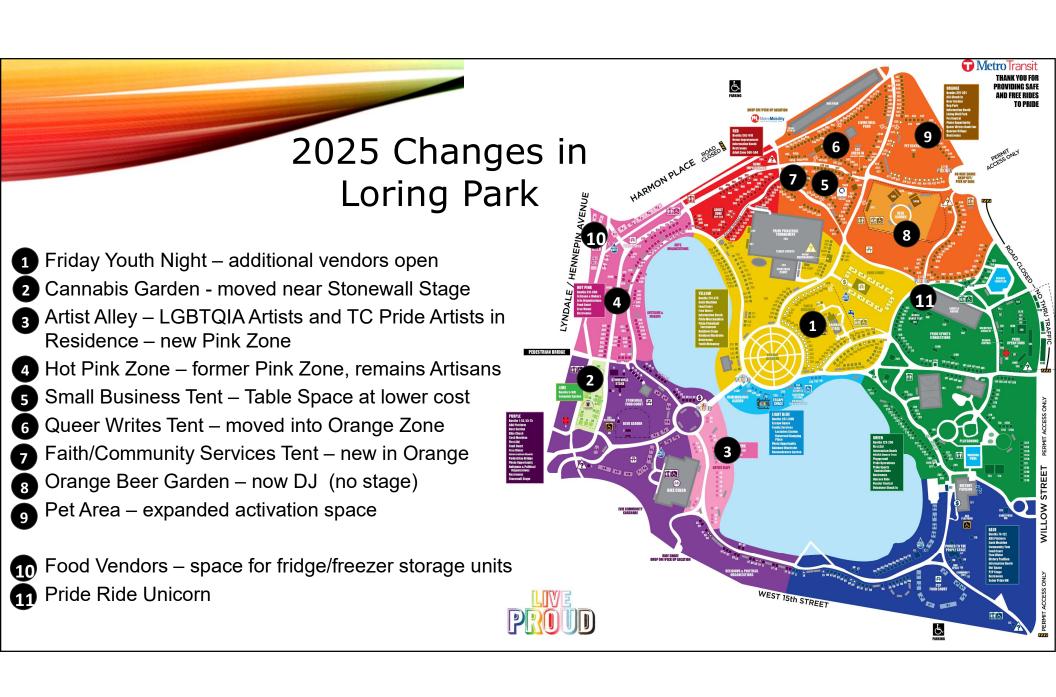
TC Pride is expanding to a two-week setup in Loring.
 June 15-27th

#### **Impact for Vendors**

- Packet Pickup on scheduled days June 10-14 or in Loring after 25. No Packet Pick-up 15<sup>th</sup>-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



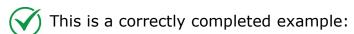


### ST-19 Tax Form

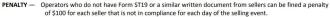
\*\*\* Required from ALL vendors at time of application submission \*\*\*

#### **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					
Name of Person or Group Organizing Event Twin Cities Pride								
Name and Location of Event Loring Park, Minneapolis MN								
June 23 - June 25 2023								
a nonprofit organization that meets the Candy sold for fundraising purp people primarily aged 18 and un Youth or senior citizen group wi before January 1, 2015)(MS 297	ing for ta tax ID number and remits the sales ta e exemption requirements described bel oses by a nonprofit organization that pro inder (MS 297A.70, subd. 13[a][4]). ith fundraising receipts up to \$20,000 pe	x on my behalf. This is low: ovides educational and er year (\$10,000 or less	oany), and the home social activities for you					













# Food Vendor Information & Changes



- Pricing \$2500 + 20% sale receipts for space up to 25 feet length
- \$500 per 5 feet will be charged to all food trucks or trailers that exceed 25 feet in length.
- Asking for your help
  - Know your setup (Truck, Trailer, Rolloff) & correct dimensions [length (tow to tail), width and height] + bh
  - Managing Trash out \$500 fee / Split charge all food vendors in the area if problems
- All Food vendors may sell beverages, including soda and water. No sales of alcohol or THC beverages are permitted.
- City of Minneapolis Food Permit (wrong documents could result in being waitlisted). Permits are valid for 2 booth locations.
  - Short-term Food Permit REQUIRED at time of application (or waitlisted and loose spot). Pride submits short-term
  - Seasonal Food Permit due in MAY (or a short-term permit due at time of application). Vendor submits seasonal
- Expanded Setup time Food Courts Thursday June 26th and Exit Times Monday June 30th
- Required to use TC Pride POS System for all Cash/Credit Food Sales
  - Clover Device Options: Handheld Flex or Mini 3 with Cash Drawer (optional kitchen display + cost)
  - Clover Processing fees: \$.09 per transaction and 2.35% of transaction total. (lower than 2024)
- 6 spaces available for Freezer or Refrigerated Truck Storage \$ 650 for 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.

# Food Vendor Information & Changes



- No Portable Generators Power Rental (24/7) is required with a fee of \$650 per 50 Amps connection.
- Location availability per food court
  - Stonewall (Purple Section with beer garden) | 15 Vendors
  - P2P (Blue Section lakeside and hillside) | 14 Vendors
  - Loring (Yellow Section near beer garden) | 12 Vendors
  - Harmon (Pink Section along Harmon Drive) | 8 vendors
- All Food Courts No food trucks, trailers, or booths may leave and return to the festival. If a vendor leaves, they will NOT be permitted to resume vending later in the festival.
- Yellow Food Court No Back of House
- Grey Water & Grease Please ensure you read the signs before disposal. Grease is not to be mixed with grey water.
- Location Preference 1st & 2nd Preferences with a limit of 3 locations.
- Listing as of April 15 in Pride Section of Lavender Magazine out on June 12th issue.
- Eventeny Online Marketplace to promote yourself as part of the TC Pride Festival





## Food Vehicle Types & Service Side

#### **Food Truck**

 Unit Self propelled and has steering wheel



Service Side = Passenger

#### **Food Trailer**

Trailer has wheels and is towable



Service Side = Passenger

#### **Food Roll-off Concession**

 Transported on Flat bed not Towed and rolled of truck into place





## How to Measure **Include total length** • Tow + Trailer + Door Clearance Note any required back of house **Back of house THIS**

## Electric **Connection Types** We need to see the

connection type you need





30 Amp RV Box Male





30 Amp RV Box Female

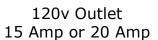
30 Amp Plug





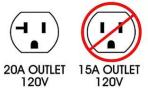
50 Amp Box Male

50 Amp Plug





















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** 



• 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).







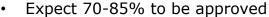


Decision

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



Application 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.

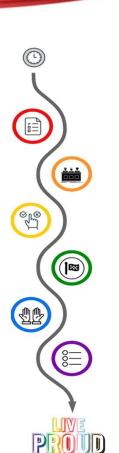
#### **ALL Vendors are REQUIRED to obtain Liability Insurance for Twin Cities Pride.**

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.



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ORD 25 (2016/03) The ACORD na	me and logo are registered marks of ACORD
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CRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 191, Additional	al Raman's Schedule, may be attached if more space is required)
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#### 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

RE: Professional Liability Bi	nder (Other Professional)
Policy Number: Renewal of: Company:	LHR800771 LHR794016 Landmark American Insurance Company (A.M. Best rating: A+ XIV and S&P rating: A+)
	MAPLE GROVE, MN
Professional Services:	TION -
Policy Dates:	January 17, 2023 - January 17, 2024
Form:	RSG 51025 0722 Miscellaneous Professional Liability Coverage Form Claims Made and Reported Basis
Retroactive Date:	January 17, 2018
Each Claim Limit:	\$1,000,000
Aggregate Limit:	\$1,000,000











Prepare & Attend

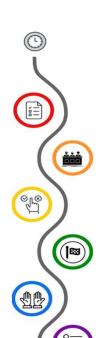


- Order Tent Rental, Confirm Equipment & Plan for 500,000 friendly faces.
- Think about how you plan to engage festival attendees and how you can pull the theme "Live Proud" into your booth space, conversations and intention for the weekend.
- Reflect on what it means to you to be part of this amazing 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:

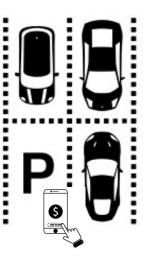


\$20 per day

\$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



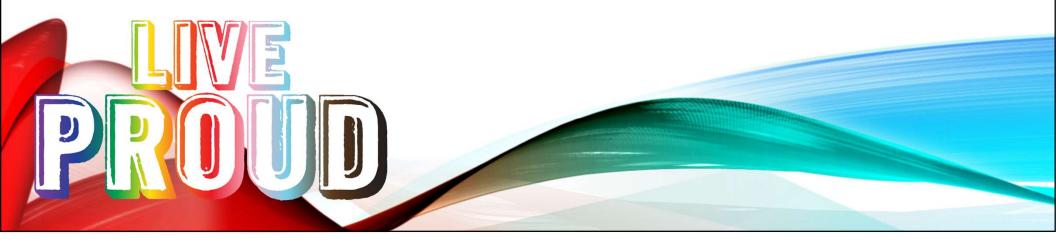
VIDEO: **Gender Identity and Pronouns - What Will You Teach The World?** <a href="https://youtu.be/J3Fh60GEB5E">https://youtu.be/J3Fh60GEB5E</a>

**Blog Post: How You Can Be an Active Ally** 

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

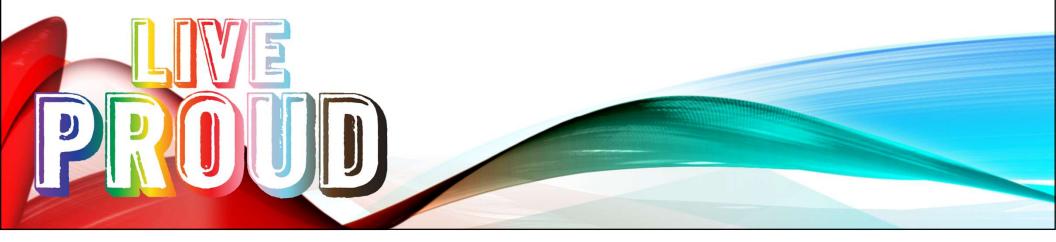
**PFLAG** is an organization that offers support and education for families, friends, and allies of LGBTQ+ individuals.

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





## Q & A





## Thank you

Please send feedback to festival@tcpride.org

