

› What you wish you knew...

LIVE  
PROUD



| First Time  
Vendor



# 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.



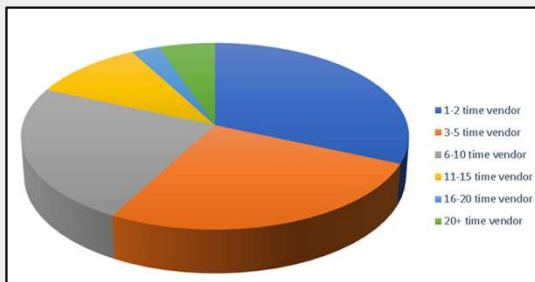
# Survey Responses

Over 40+ Food & Booth Vendors  
Responded these 4 questions:



As a first time  
vendor...

...What I wish I had  
known.



01

Looking back  
on your  
first Pride  
What do you  
wish you  
would have  
known?

02

What Suggestions  
(tips & tricks)  
would you share  
with a first  
time vendor at  
TC Pride?

03

What would you  
recommend a  
first-time  
vendor Not Do?

04

What would you  
recommend a  
first-time vendor  
Actually do or  
plan for?





# Looking back

## what do you wish you would have known?



**01**

### Expect huge Crowds

extremely crowded, so be prepared for large crowds and busy conditions.

“I got really lost in the park.”



**02**

### Bring Extra Supplies

Bring plenty of materials and promotional items to meet the high demand.



**05**

### The Park is Confusing

Navigating and driving within the park can be confusing and requires planning.



**03**

### Plan Extra Time to Set Up

Allow extra time for entering the park, finding your booth, and getting set up.



**06**

### Ask Questions Early

Don't hesitate to ask questions if you're unsure about anything, including directions or setup.



**04**

### Restocking is Difficult

Restocking inventory during the event is challenging due to limited parking and unloading access.

“I wish I would have taken advantage of Friday setup.”

# What suggestions (tips & tricks) do you have for a first time vendor?



- Pack a "go bag" with essentials — you won't get a chance to leave once you're set up.
- Bring plenty of your own food, snacks, and tons of water to stay hydrated.
- Wear comfortable clothes and shoes, and bring a good chair to sit in.
- Recruit extra volunteers to help — you'll need breaks and backup.
- Prepare for nonstop talking — rest up before, and protect your voice.
- Plan recovery time after Pride — schedule a massage and take days off if possible.

"It gets overwhelming talking to so many people."

"Pride is taxing mentally & physically."



# What suggestions (tips & tricks) do you have for a first time vendor?

- Arrive early and don't be stress about parking and setup.
- Bring duct tape, bungee cords, markers & weights (rocks) for hold down literature.
- Pack supplies in plastic bins for weather protection (including morning dew) and easy transport.
- Use a cart to move your gear more easily.
- Get a "good" tent — and make sure it's **weighted properly (40 lbs per tent leg)** for wind.
- Prepare for rain, mud, and uneven ground with the right supplies.

"Difficult to leave to get supplies."

"Sunday can be very crowded."

"Have a plan for volunteers if a strong storm hits."



# What suggestions (tips & tricks) do you have for a first time vendor?



Be prepared for payment issues — bring a sales receipt book, small bills for change, and check your POS connection.

Offer a range of price points to accommodate different budgets.

Provide an interactive exhibit to engage attendees, make personal connections and make sure volunteers are trained to respect the event and community.

I assume most, if not all vendors are themselves members of the LGBTQ+ community. If they are not personally, be the best ally you can be. Wear pronoun pins.

Be respectful and not assume anyone's pronouns.

Compliment gratuitously ("I love your hair/nails!", "I love your outfit", and of course lots of smiles and "happy Pride!" to everyone).

We are gathered to celebrate and uplift this marginalized community."

How much Inventory?

"LTE is unreliable; couldn't get my square reader to work most times. Was frustrating."

"It really depends on what you are selling and your price point."

"do their homework on what PRIDE is about and what they can expect to see during the event. In the past, we've had volunteers experience "culture shock"."

## Additional Suggestions

## Honorable Mention

\_1

Don't be afraid to contact the organizers with any questions or concerns, they are very nice!!

Be aware that Loring Park is quite large and you will need to carefully drive through the park along the marked path routes to get to your vending spot and set up.

Get to know at least one of your neighbors so you can help each other out during the show.

\_2

Keep an eye out for people who seem off or odd.

Pride will give you an emergency number, and if someone or something raises your hackles, call them. That's why they are there.

Everyone wants our festival to be safe, and if we all look out for strange goings on and alert the proper folks, the safer we will all be.

Also Pride security will be roaming around in carts and you can flag them down anytime. Same goes for medical emergencies.







# What about first time food vendors?

- Set up day is crazy. Don't be in a hurry. **[2025 - THURSDAY JUNE 26 setup for Food Vendors]**
- Make sure you know the route you are coming in on. Have Entry pass
- Plan to be busier than almost any other event you do. Don't under prep!
- Have a person that can run and get you supplies before you run out (no vehicles in Park Sat/Sund)
- Don't run out of starting money.
- Utilities are hard to come by.

1

## Restocking

It will be very busy and restocking is nearly impossible when the event is going on. Leave more stock at your spot than you would ever think you can go through. Restocking Saturday night or Sunday morning needs to be done with carry in too so plan ahead for that as well.





# Previous Vendor Recommendations



## What to Avoid?



## What should you do or plan for?

Be late for load-in to setup up your booth.	Assume setup will be quick.	Plan for all kinds of weather, Follow directions, be courtesy	Plan for crowds - have venmo QR Code ready to share.
Set your booth too close to the walking paths	Buy a cheap canopy tent that will blow away.	Scope out your spot early & have a load-in / load-out plan.	Plan for focused products - ran out of hot sellers.
Be Cash Only	Stand Behind your booth - Interact with the public, have energy and activities.	Bring your own food and water It gets super busy	Be your best self - Smile lots. Compliment people, wear pronoun pins. Enjoy the festival
Don't think you can do it alone - overstaff your booth.	Bring High Cost - Low Volume Swag!	Plan for Text messages to NOT work all day.	Capture learnings in real time - forgot many after it was over.

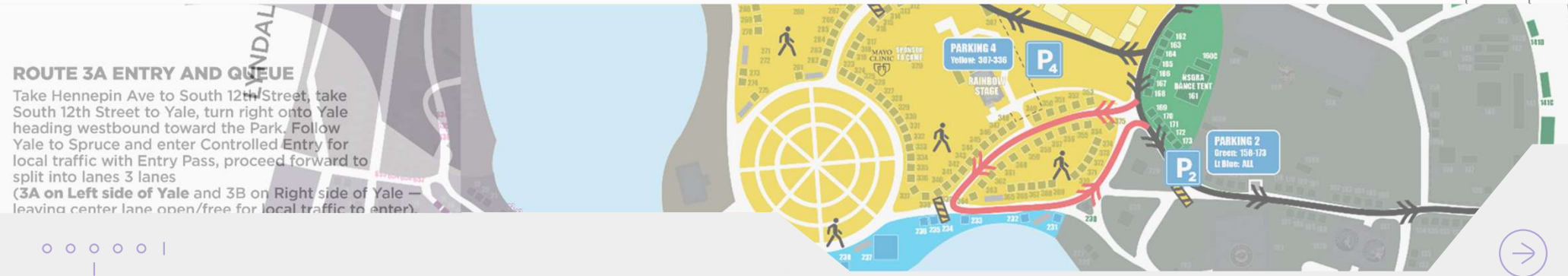
# Sign up SOON for Pride Text Alerts



## COMING SOON - OPT IN closer to the festival

- TCPRIDE - Public Messaging Alerts.
- TCPVENDOR - Festival Vendor Messaging / Alerts





# Festival Load-in Information Sessions

**Booth Vendors:** (same meeting link)

May 22 12-1PM – [Meeting Link](#)

May 25 1:30-2:30 PM – [Meeting Link](#)

**Food Vendors:**

May 25 3-4 PM – [Meeting Link](#)

**Cannabis Vendors:**

May 28 8-9 PM – [Meeting Link](#)

We will be covering all the details you will need to know:

- Pick up your Packet on June 11-14 (will contain Entry Pass)
- Setup information for THURSDAY & FRIDAY, June 26 & 27th
- Info on Street Closures and how to get into the park for setup (Load-in)
- Festival Times and what to expect during the festival
- Safety Briefing
- Info for Sunday end of festival, getting into park for Load-out

Recordings will be available: <https://tcpriide.org/2025vendorinfo/>

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# Packet Pick-up



## BOOTH & CANNABIS VENDORS

Pride Cultural Arts Center

1201 Harmon Place, Minneapolis, MN 55403

Our Entrance is located on 12th between Harmon & Yale

## FOOD VENDORS

Pride Office

1618 Harmon Place, Minneapolis, MN 55403

Wednesday, Thursday, Friday

June 11th-13th 9:30 AM-7:30 PM

Saturday June 14th 8AM - 1PM

- Entry Pass - for vehicle to enter Load-in / Load-out
- Booth Sign – parking and Wi-Fi vouchers – festival information
- Confirm your booth Information
- Review the Routes and Booth Location
- Scope out your spot

# Q&A



“Don’t be afraid to contact  
the organizers with any  
questions or concerns”



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This deck and recordings of sessions available at  
<https://tcpride.org/2025vendorinfo/>

Please send feedback to:  
[festival@tcpride.org](mailto:festival@tcpride.org)



THANK YOU!