

2025 Twin Cities Pride Festival

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

Vendor Load-in



Load-in Meetings: May 22, 25 & 28 2025

Festival Dates: June 27-29, 2025



Derrick Strom (He/Him)

Event Vendor Manager
derrick.strom@tcpride.org



Contents:

2025 Twin Cities Pride Festival

01

Festival Details

02

Packet Pick-up

03

**Vendor Integrity Team &
Code of Conduct**

04

Safety Briefing

05

Festival Maps

06

Vendor Setup

07

Load-In & Load-Out

08

Route Maps & Queues

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2025 Twin Cities Pride Festival

Event Vendor Team



Derrick Strom (he/him)
Event Vendor Manager



Emily Sears (she/her)
Event Vendor Coordinator



Sarah Barnett (she/her)
Event Vendor Coordinator



Alexei Dickinson (he/him)
Event Vendor Coordinator



Mitch Markgraf (he/him)
Food Vendor Manager



Ed "the Admiral" (he/him)
Vendor & Load-in Lead



**Moxii (Sarah Severson)
(she/her)**
Load-in Coordinator



Erin Kelly (she/her)
Load-in Coordinator



Steve Tripp (he/him)
Load-in Coordinator



Cory Hilden (she/her)
Events Logistic Director



Braeden Johnson (he/him)
Health & Safety Director
Vendor Integrity Manager



2025 Twin Cities Pride Festival

Vendor Integrity Team



Braeden Johnson (he/him)
Health & Safety Director
Vendor Integrity Manager



Nick Hengel (he/him)
Vendor Integrity Coordinator



Madison Greenwaldt (she/her)
Vendor Integrity Coordinator



Andi Otto (he/him)
Executive Director



Derrick Strom (he/him)
Event Vendor Manager



Mitch Markgraf (he/him)
Food Vendor Manager



ALL VENDORS



2025 FESTIVAL INFORMATION

<https://tcpride.org/2025vendorinfo/>

<https://tcpride.org/festival/>

- Interactive, Accessibility & PDF Maps
- Vendor Meeting Decks & Recordings
- **Route & Queue Maps**
- FAQs

The image displays two screenshots of the Twin Cities Pride website. The left screenshot shows the '2025 Festival' page, with a red arrow pointing to the '2025 Festival Map' link in the left sidebar. The right screenshot shows the '2025 Vendor Info' page, with a red arrow pointing to the '2025 Interactive Festival Map' link in the left sidebar. Both screenshots include the Twin Cities Pride logo and navigation menus.

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2025 Twin Cities Pride Festival

Hours of Operations

Load-In / Set-up

June 26 & 27, 2025 in Loring Park

26th - Thursday Time Slots

- Morning Food Vendors (19)
- Morning Booth Vendors (24)
- Afternoon Food Vendors (12)
- Afternoon Booth Vendors (47)

27th - Friday Time Slots

- 7-9 AM Food Vendors (3)
- 9-11 AM Booth Vendors (137)
- 11-1 PM Booth Vendors (116)
- 1-3 PM Booth Vendors (138)

All vendor set up ends & exit park by 3 PM Friday

Operations:

June 27-29, 2025 in Loring Park

- 4 PM - 8 PM FRIDAY 27th Youth Night (select vendors)
- 10 AM - 7 PM SATURDAY 28th
- 10 AM - 6 PM SUNDAY 29th
 - 9 AM Faith Services



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.



2025 Twin Cities Pride Festival

Social Templates



Templates available at:

<https://tcpride.org/2025vendorinfo/>



Proof of Liability Insurance (COI)

- 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)

ACORD **CERTIFICATE OF LIABILITY INSURANCE** DATE (MM/DD/YYYY) 03/17/2023

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER CONTACT NAME:

INSR LTR	TYPE OF INSURANCE	ADDITIONAL SUBROGATION	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	COVERAGE	AMOUNT
A	☒ COMMERCIAL GENERAL LIABILITY	N N	0001075569	11/09/2023	11/09/2024	EACH OCCURRENCE	\$ 1,000,000
	☐ CLAIMS-MADE ☒ OCCUR					DAMAGE TO RENTED	\$ 100,000
						ED EXP (Any one person)	\$ 5,000
						PERSONAL & ADV INJURY	\$ 1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:					GENERAL AGGREGATE	\$ 2,000,000
	☒ POLICY ☐ PROJECT ☐ LOC				PRODUCTS - COMP/OP AGG	\$ 2,000,000	
	OTHER:				Fire Legal Liability	\$	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Twin Cities Pride, 1618 Harmon Place, Minneapolis, MN 55403. and Fanfare Attractions, 1215 East 22nd St, Minneapolis, MN 55404 are included as Additional Insured as required by written contract or agreement limited to the General Liability and Umbrella Liability coverages.

OR

CERTIFICATE HOLDER	CANCELLATION
Twin Cities Pride 1618 Harmon Place Minneapolis MN 55403	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

ACORD 25 (2016/03)

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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

Or on June 25-28 at Vendor Central in Loring Park

- 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



2025 Twin Cities Pride Festival



Setup Information

IMPORTANT TIMELINE

NEW THIS YEAR:

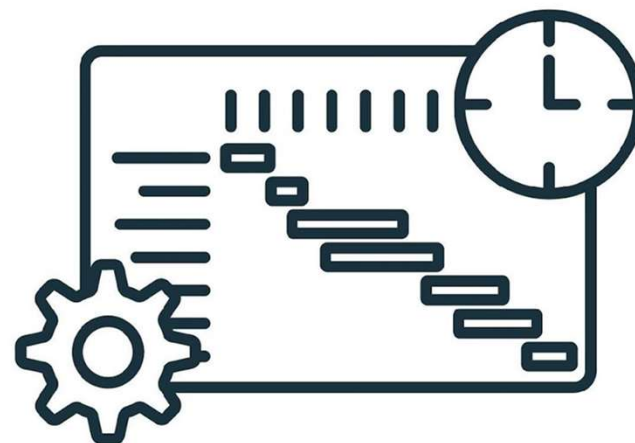
- 12 hours is not enough time for all our vendors to get loaded in and exiting in 2 hours is logistically crazy
- 2 week of setup in Loring Park. **June 15-27**

Impact for Vendors

- *Packet Pickup on scheduled days June 11-14 or in Loring Park at Vendor Central June 25-27.*

No Packet Pick-up 15th-24th

- *Thursday Load-in and Monday Load Out*



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2025 Twin Cities Pride Festival

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

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2025 Twin Cities Pride Festival

VIT Process & Code of Conduct

[Vendor Code of Conduct](#) - (online & in packets)

Twin Cities Pride has a zero-tolerance policy when it comes to disrespecting our venue staff, contractors, sponsors, volunteers, attendees, or other vendors.

CoC includes the following sections:

- Respect for Human Rights, Diversity, and Inclusion
- Acting with Integrity and Transparency
- Health, Safety, and Inclusive Environment
- Commitment to Education, Awareness and Continuous Improvement
- Collaboration and Community Engagement
- Environmental Responsibility
- Consequences of Unacceptable Behavior



Process:

- Report / Concern
- VIT Team discuss with people involved
- Resolve – Warning – Removal

Contact Dispatch with requests / concerns

Phone or Text: (612) 255-3265

Applies to all people who staff a booth or represent your organization at the festival.

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Safety Briefing

Road Closures & Controlled Access

- **Willow Street**
 - CLOSED - (Grant to Yale) Wednesday, June 25
 - PERMIT ONLY- (Grant to 15th) Friday, June 27
- **Yale Place**
 - PERMIT ONLY - (Willow to Spruce) Friday, June 27
- **Grant Street**
 - PERMIT ONLY- (Willow to Spruce) Friday, June 27
- **14th Street**
 - PERMIT ONLY - (Willow to Spruce) Friday, June 27
- **Harmon Place**
 - CLOSED - (Maple to Hennepin/Lyndale) Saturday, June 28



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Safety Briefing

Safety Protocols – OUR PART

The Twin Cities Pride Health and Safety team coordinates a comprehensive all-hazards Safety Plan with our security team, medical services, local law enforcement, traffic control agents, and emergency management throughout the Festival space, Rainbow Run and Parade route.





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Safety Briefing

Safety Protocols – YOUR PART

- **Be Kind and Helpful**
- **Report**
 - Violence, threats, or hate.
 - Unattended bags, suspicious activity.
 - Drones.
- **Attendance**
 - Don't attend/travel alone.
 - Write down emergency contacts & let them know.
 - Meet-up spot.
- **Self-Care**
 - Stay hydrated!
 - Wear sunscreen, find shade, and take breaks from the sun.
 - Wear comfortable closed-toe shoes.
 - Know your limits.



Note: Air-conditioning tents are available at family services, the escape space or any of the medical tents.
Free Water is also provided at each food court.

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Sign up now for Festival Text Alerts



Text the following “keywords” to 333111

- **TCPRIDE** - Public Messaging Alerts.
(opt-in expires 7/7/25)
- **TCPVENDOR** - Festival Vendor Messaging / Alerts
(opt-in expires 7/7/25)



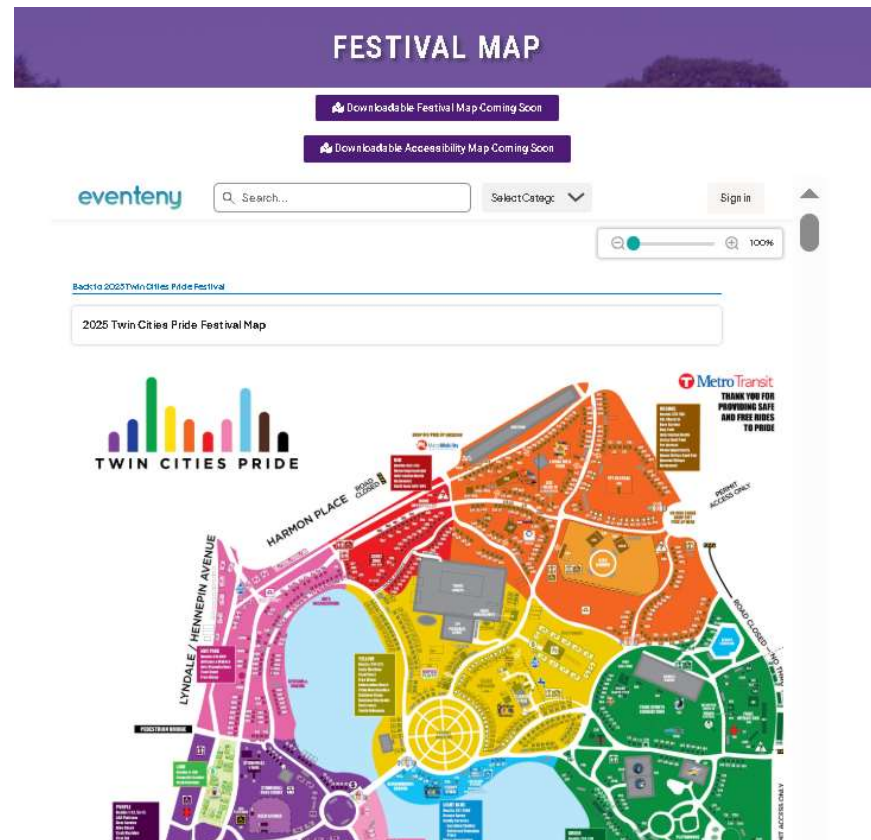


2025 Twin Cities Pride Festival

Festival Map

<https://tcpride.org/festival-map/>

- FIND YOUR BOOTH NUMBER WITH INTERACTIVE MAP
- Most Current Map and Information
- PDF Version
- Interactive MAP with links to vendors
- Accessibility Map
- List of Vendors (closer to festival)



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2025 Twin Cities Pride Festival

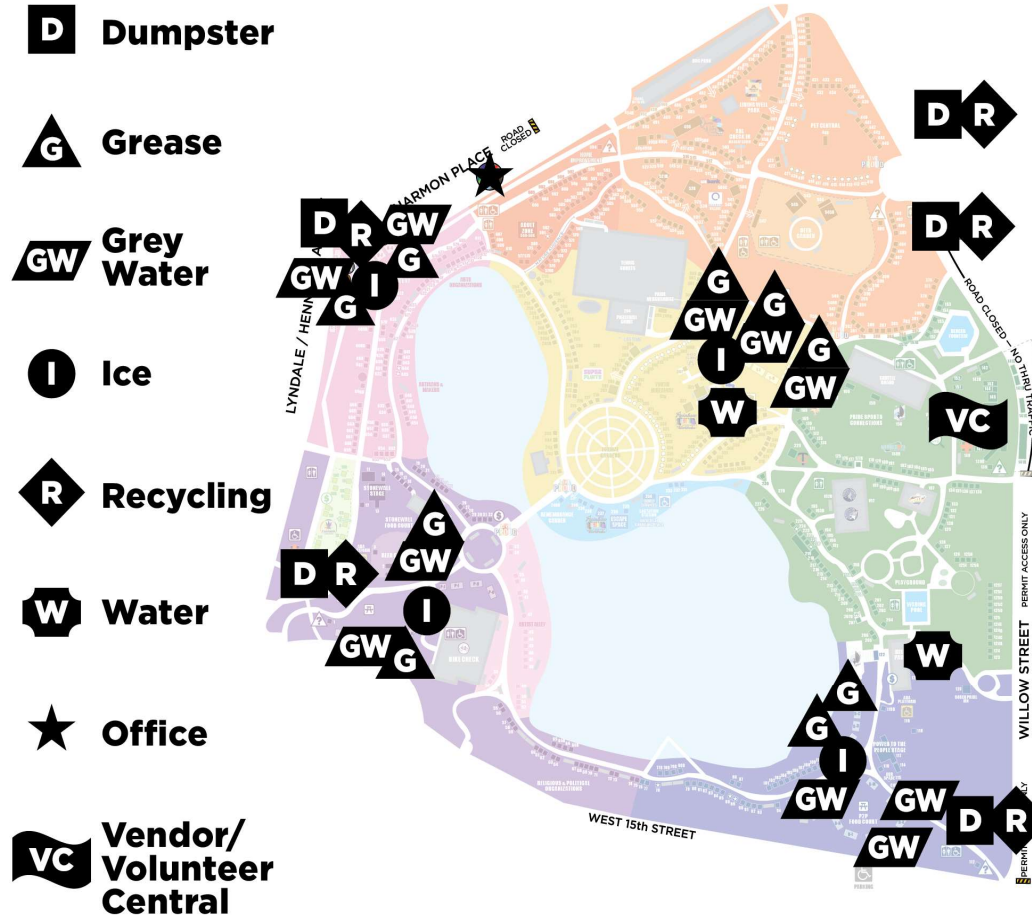
Color Sections

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



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Locations





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Setup Information

Confirm Booth Location before Setup

- **Confirm your spot - Location is Marked on Ground**
 - Attach booth # to booth (zip ties provided)
 - **Wrong tent location – you will be asked to move**

This is the LINE – FRONT OF BOOTHS

“L” Bracket indicates FRONT of booth

Not the Sidewalk



Example Booth Location





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Setup Information

Tent & Vehicles

- **TENTS MUST BE WEIGHTED OR STAKED**

- 40lbs per tent leg 10x10 - Sand, water, weights
- **Paint on Ground indicates:**
 - **RED POWER**
 - **BLUE WATER**
 - **YELLOW GAS**
 - **ORANGE COMMUNICATION** – Anything but WHITE ASK.



- **SATURDAY OR SUNDAY NO VEHICLES ALLOWED IN THE PARK for Load-In or Restocking**

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Setup Information

Trash Management

- Haul your trash to **DUMPSTERS**
- Flatten cardboard
- **DO NOT** fill cardboard boxes with trash.
- Watch weight in bags **DO NOT OVERLOAD** - humans are hauling.
- No Grease disposal **in garbage OR GRAY WATER**
- Gray Water & Grease disposal signs on special barrels.



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Setup Information

Vendor Bathrooms

Bathrooms Labeled Vendor Bathroom

“Please Give Vendors Priority!”

Please allow them to step to the front of the line so they can get back to making this a great festival for us all.”



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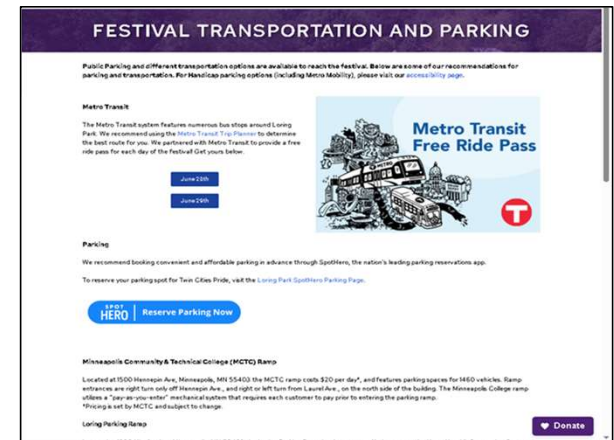
2025 Twin Cities Pride Festival

Setup Information

Festival Parking

<https://tcpride.org/transportation-parking/>

- **Parking Area on Route Maps are for LOAD-IN ONLY**
 - No PARKING in LORING PARK!!!
 - **FREE METRO TRANSIT Passes**
 - **1-day or 3-day parking (7-15 min walk) available for a cost (\$20/\$50).**
 - **Dunwoody Parking for Vendors & Volunteers.**
 - Parking Garages and Surface Lots available downtown/uptown.
- Load-in:** You have a 2 hour time window to enter, unload and setup. Move vehicles asap and within the 2 hour window for next wave of vendors.



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Parking

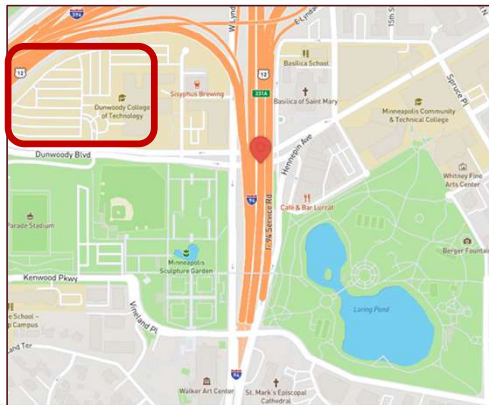
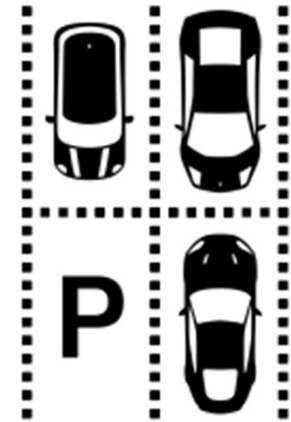
Cost per car:

\$20 per day

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

Location:

Dunwoody College



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

After June 1st - available onsite

<https://www.eventeny.com/events/vendor/?id=30114>

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



Wi-Fi Access



Cost per device:

- ~~\$175 until May 1st~~
- \$225 until June 1st
- \$275 onsite (for the weekend)
- \$30 onsite (for 1 hour)



After June 1st - available onsite
<https://www.eventeny.com/events/vendor/?id=30114>

<https://tcpri.de/wifi>
Temporary Wi-Fi network in Loring Park.

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ICE



Pre-Purchase 18lbs ICE for \$9 per bag

- Pickup Ice at 1 of 4 Ice Booth Locations



After June 1st - available onsite

<https://www.eventeny.com/events/vendor/?id=30114>

During the festival the cost will be \$11.35 Credit / \$11 Cash

**No Refunds for
any unused Ice**

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FOOD VENDORS



2025 Twin Cities Pride Festival

Setup Information

Food Vendor Clover POS System

Demo Unit at Packet Pickup (June 11-14th)

- We Setup Menu Items **you provided – by PACKET PICKUP**
- **Using Clovers – See Videos – Link Coming will be posted on Vendor info site**
- Setting up Menu Items
<https://www.clover.com/en-US/help/add-individual-menu-items>
- Tech Support from Clover will be Onsite all weekend
 - **Contact Dispatch for support requests**
 - **Phone or Text: (612) 255-3265**





2025 Twin Cities Pride Festival

Setup Information

Food Vendor Clover POS System

POS System(s) for your locations

- POS System in Bag - **Marked for Color Section and Booth** (pre-programmed for vendor)
- Cash Drawer provided if requested (with NO money)
- Kitchen Displays provided if approved/paid for.
- Cables
- Devices can print receipts (duplicate receipts for kitchen)
- Receipt Paper
- Already paired to Wi-Fi (LTE backup)
- Tech Support from Clover will be Onsite all weekend

NOTE: No Cash Pickup – You are responsible for your Cash Management
Cash Management Requests via Phone to Dispatch, # provided in packet.





2025 Twin Cities Pride Festival

Setup Information

Food Sales & Cash Out Process

- POS System used for **ALL CASH AND CREDIT SALES**
 - We will be verifying
- **NO CASH PICKUP - you keep all cash.**
- **SUNDAY 6PM-9PM OR Monday 9am – 4 pm** come to TC Pride Office (1618 Harmon PL)
 - **YOU ARE RESPONSIBLE TO PAY YOUR OWN SALES TAX - in Downtown Minneapolis 9.03%.**
 - Tips are removed from your Gross Sales
 - Print full Sales Report and use checkout calculator spreadsheet
 - Park Board / Pride Fees are: 20% of Gross Sales + cc swipes/fee.
 - We owe you money - Cut Check Sunday / Direct Deposit Monday
 - You owe us money - pay Sunday or Monday

Credit Sales	\$	34,000.00					
Cash Sales (vendor keeps Cash)	\$	5,000.00					
Credit Transactions:		5200				-0.037282051	
CC Tips (Not included in gross Sales)	\$	100.00					
Gross Sales*	\$	39,000.00	Cost per Swipe (CPS)		POS Transaction cost (TC)		
Credit Fees*	\$	(1,454.00)	\$	-0.02	\$	0.029	
Pride Fees*	\$	(7,800.00)			Percent To Pride (PTP)	\$	0.20
Fee Summary*	\$	(9,254.00)					
(Vendor Keeps cash) (Gross)-(Cash)*	\$	34,000.00					
(Vendor Keeps cash)-Fee Summary*	\$	24,746.00					
Vendor Payout (if negative Vendor owes Pride)	\$	24,746.00			Extra fees:		
Vendor Payout (with tips)	\$	24,846.00			Total Extra Fees (EF):	\$	-
Total Vendor Payout (with tips)-(Extra Fees)	\$	24,846.00				\$	10.00
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- Return POS (\$1000 per unit) KDS (\$1600) if not returned - Damaged you pay for machine

NOTE: Settle up on Sunday, Monday or Make Arrangements by Sunday Night.
Cash Management Requests via Phone to Dispatch, # provided in packet.





2025 Twin Cities Pride Festival

Setup Information

Don't Forget – Setup & Surcharges

LEVEL YOUR RIG

- You are in a Park with uneven surfaces – bring what you need to level your vending setup.
- Your vehicle/setup can't leave the park – have a restock plan!
- We leave space from the path to accommodate crowds please setup in the designated space.



MN State Statute 325G.051 **SURCHARGES ON CREDIT CARDS.**
Limitation; prohibition.

(a) A seller of goods or services may impose a surcharge on a purchaser who elects to use a credit card in lieu of payment by cash, check, or similar means, provide
*(1) the seller **informs the purchaser of the surcharge both orally** at the time of sale **and by a sign conspicuously posted** on the seller's premises, and*
*(2) the surcharge does **not exceed 5%** of the purchase price.*

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2025 Twin Cities Pride Festival

Setup Information

DISPOSAL – Grease & Gray Water

USE CORRECT DISPOSAL of Grease & Water

- Put water in water barrels
- Put grease in grease barrels

Please help us dispose of these correctly. Better Labels this year!

If water and grease are mixed again this year we will not offer these services in the future.



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2025 Twin Cities Pride Festival

Setup Information

Trash & Recycling Disposal



**When Trash & Recycling are not disposed of properly
Twin Cities Pride incurs additional fees for its removal.**



Please help each other and us keep the area free of large piles of trash and cardboard.

If we can't tell whose trash pile it is ALL vendors in that area will be charged up to a \$500 Clean-up Fee.





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

Or on June 25-28 at Vendor Central in Loring Park

- 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



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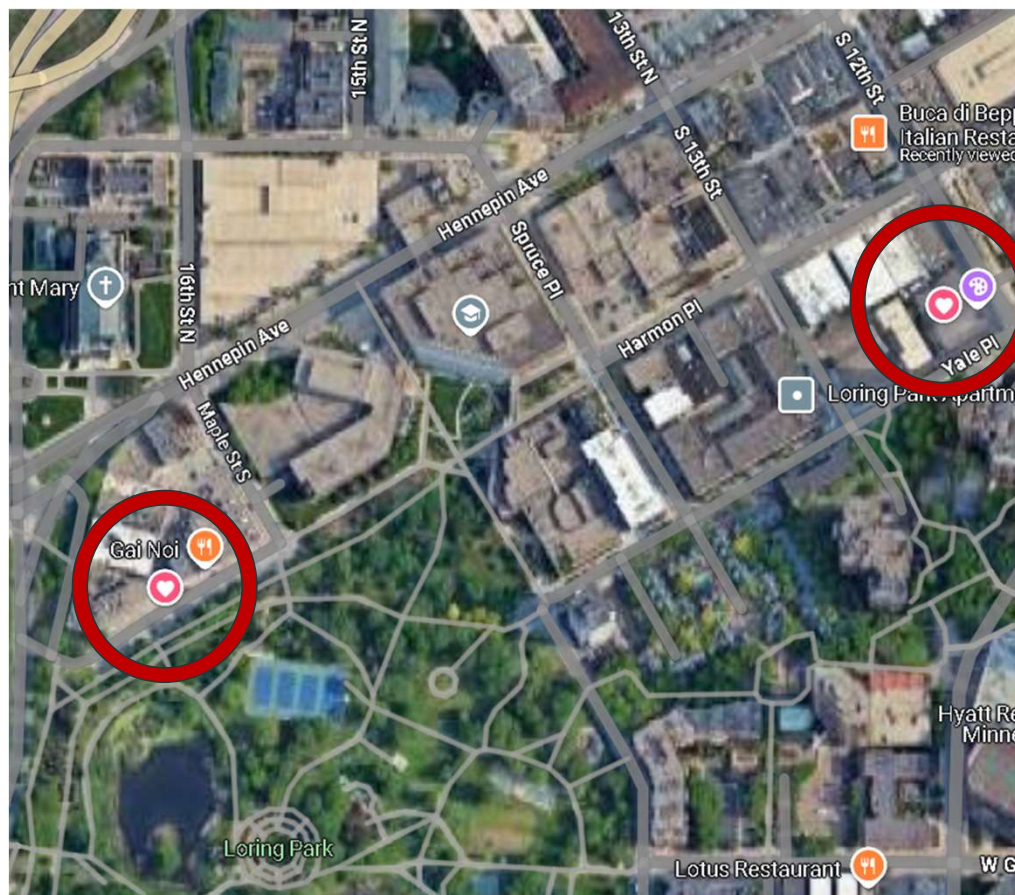
Packet Pickup Locations

FOOD VENDORS

Pride Office

1618 Harmon Place,
Minneapolis, MN 55403

Food Vendor
Packet Pickup



Booth & Cannabis
Vendors Packet Pickup

BOOTH & CANNABIS
VENDORS

Pride Cultural Arts Center

1201 Harmon Place,
Minneapolis, MN 55403

Our Entrance is located on 12th
between Harmon & Yale

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2025 Twin Cities Pride Festival



Load-In / Set-up

June 26 & 27, 2024 in Loring Park

26th - Thursday Time Slots

- Morning Food Vendors (19)
- Morning Booth Vendors (24)
- Afternoon Food Vendors (12)
- Afternoon Booth Vendors (47)

27th - Friday Time Slots

- 7-9 AM Food Vendors (3)
- 9-11 AM Booth Vendors (137)
- 11-1 PM Booth Vendors (116)
- 1-3 PM Booth Vendors (138)

All vendor set up ends & exit park by 3 PM Friday



1 Vehicle allowed - MUST HAVE Entry Pass

NOTE: Also needed for Load Out – Store in Booth

Sample Entry Pass & Route Queue





2025 Twin Cities Pride Festival



What Route to get to my Booth?

ROUTE 1

Purple: 01 – 32
Food ALL PA - PR
Pink: 33 - 34
Lime Green: ALL 5-10D
Yellow: 245B - 264
Red: ALL 562 – 610

ROUTE 2

Pink: 35 - 54
Purple: 55-75
Blue: ALL 76 - 122
Food ALL BA - BM
Green: 123 – 152, 158-161,
175 - 230

ROUTE 3A

Green: 153 – 157C, 162-174
Lt Blue: ALL 231 - 240
Yellow: 241-245, 265 – 375
Food ALL YA - YL
Rose: ALL 376-396
Orange: 397 - 409, 522 – 561

ROUTE 3B

Orange: 410 - 521B

ROUTE 4

Hot Pink: Food ALL HA - HJ
Food Storage FS1-FS4





2025 Twin Cities Pride Festival



What Route to get to my Booth?

Route Maps pdf's

- Entry & Queue
- Park Load-in/Out

this deck, route maps, and
recordings of sessions

available at:

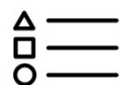
<https://tcpride.org/2025vendorinfo/>

The screenshot shows the '2025 Vendor Info' website. The main heading is 'VENDOR INFO'. On the left is a sidebar with links: REGISTRATION INCLUDES, LOAD-IN / LOAD-OUT, PACKET PICKUP INFORMATION, SPACE / SIZE, PROMOTION / SOCIAL MEDIA, BOOTH SHARING, FESTIVAL COLOR SECTIONS & PROGRAMMING AREAS, PRICING & PAYMENT, Power/Electrical, Insurance, and Who Should Apply. The main content area is titled 'WHICH ROUTE TO GET TO MY BOOTH?' and lists five routes with their respective color-coded booth ranges and food storage information. Below the routes, there are links for each route: 'Route 1 - Entry and Queue | Park Load-In/Out', 'Route 2 - Entry and Queue | Park Load-In/Out', 'Route 3A - Entry and Queue | Park Load-In/Out', 'Route 3B - Entry and Queue | Park Load-In/Out', and 'Route 4 - Entry and Queue'. At the bottom, there is a 'Frequently Asked Questions' section and a 'Donate' button.

ROUTE 1	ROUTE 2	ROUTE 3A	ROUTE 3B	ROUTE 4
Purple: 01-02, Food: ALL Pink: 33-34 Light Green: ALL Yellow: 245B-264 Hot Pink: ALL Red: ALL	Pink: 35-54 Purple: 55-75 Blue: ALL, Food: ALL Green: 123-152, 158-161, 175-238	Green: 103-107C, 167-174 All Blue: ALL Yellow: 241-245, 265-375 Food: ALL Orange: 278-408, 522-561	Orange: 410-528B	Hot Pink: Food: ALL Food Storage: ALL



2025 Twin Cities Pride Festival



MAP LEGEND & Instructions

Red Loop – CARS ONLY

NO VEHICLES ALLOWED

Load-in is WALK IN ONLY

ONE-WAY TRAVEL



Parking Area

LOAD IN ONLY

NO FESTIVAL PARKING

**Two way travel only in part of
Route 2**



Cars Only – NO TRUCKS OR TRAILERS.



No Vehicle Travel beyond this point.



Load-In is Walk/Cart in Only – NO Cars in these areas. Park in the correct parking area for your booth number.



Direction of travel is ONE WAY in the park shown by the double arrow.

- Vehicles only allowed along black arrow path or in parking areas.
- Do Not block paths when parking to unload.
- Load-In window is 2 hours please arrive, unload and exit the park in that time. You can walk back in and spend as much time as needed setting up your booth.



Direction of travel is TWO WAY in the park shown by the four arrows.

**LIVE
PROUD**

ROUTE 1

Purple: 01 – 32
Food ALL PA - PR
Pink: 33 - 34
Lime Green: ALL 5-10D
Yellow: 245B - 264
Red: ALL 562 – 610

Route Entry & Queue Map

Directions to get into line (queue) to minimize traffic congestion.

ROUTE 1A + 1B ENTRY AND QUEUE

Take Lasalle Ave to Oak Grove Street, head westbound, go to West 15th Street, turn left onto Oak Grove Street/West 15th and line up in the metered spaces to enter Loring Park on the right with Entry Pass before you get to Hennepin. Venders enter at 1 and then split into Booth & Cannabis Vendors at 1A and Food Vendors at 1B.

DO NOT attempt to enter Loring park by turning off of Hennepin Avenue onto Oak Grove and cutting in front of traffic to turn into the Park.

Please follow these directions!

Maps available at <https://tcpride.org/2025vendorinfo/>

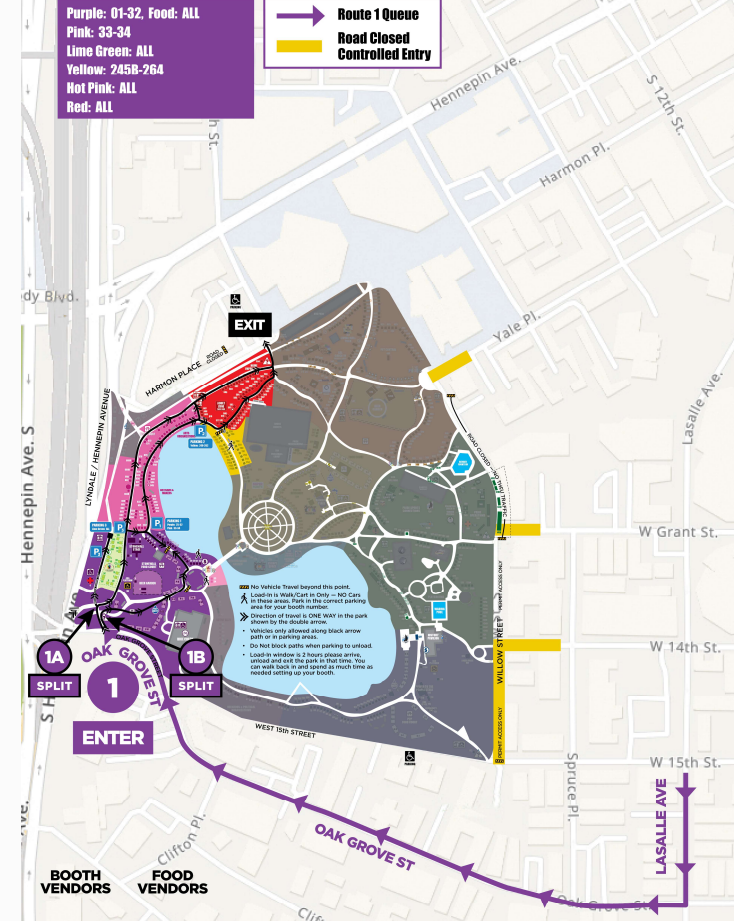
ROUTE 1 LOAD-IN/LOAD-OUT

Purple: 01-32, Food: ALL
Pink: 33-34
Lime Green: ALL
Yellow: 245B-264
Hot Pink: ALL
Red: ALL

ENTRY AND QUEUE

Entry Pass required to enter park. Take Lasalle Ave to Oak Grove Street, head westbound, go to West 15th Street, turn left onto Oak Grove Street/West 15th and line up in the metered spaces to enter Loring Park on the right with Entry Pass before you get to Hennepin. Venders enter at 1 and then split into Booth & Cannabis Vendors at 1A and Food Vendors at 1B. DO NOT attempt to enter Loring park by turning off of Hennepin Avenue onto Oak Grove and cutting in front of traffic to turn into the Park.

Route 1 Queue
Road Closed
Controlled Entry



LOAD-OUT

ENTRY PASS REQUIRED TO ENTER PARK FOR LOAD-OUT. Load-Out Sunday 7-8 PM: Small commercial vehicles are allowed in the park for Load-Out. At 8 PM, entry into the park will stop until Food Trucks have exited under escort at the entry point. All other vehicles should exit according to the flow of traffic indicated by black line and double arrows. Vehicle entry will resume sometime around 9 PM or when Food Trucks have exited.

ROUTE 1

Purple: 01 – 32
Food ALL PA - PR
Pink: 33 - 34
Lime Green: ALL 5-10D
Yellow: 245B - 264
Red: ALL 562 – 610

Load-In Thursday June 26 & Friday 27th

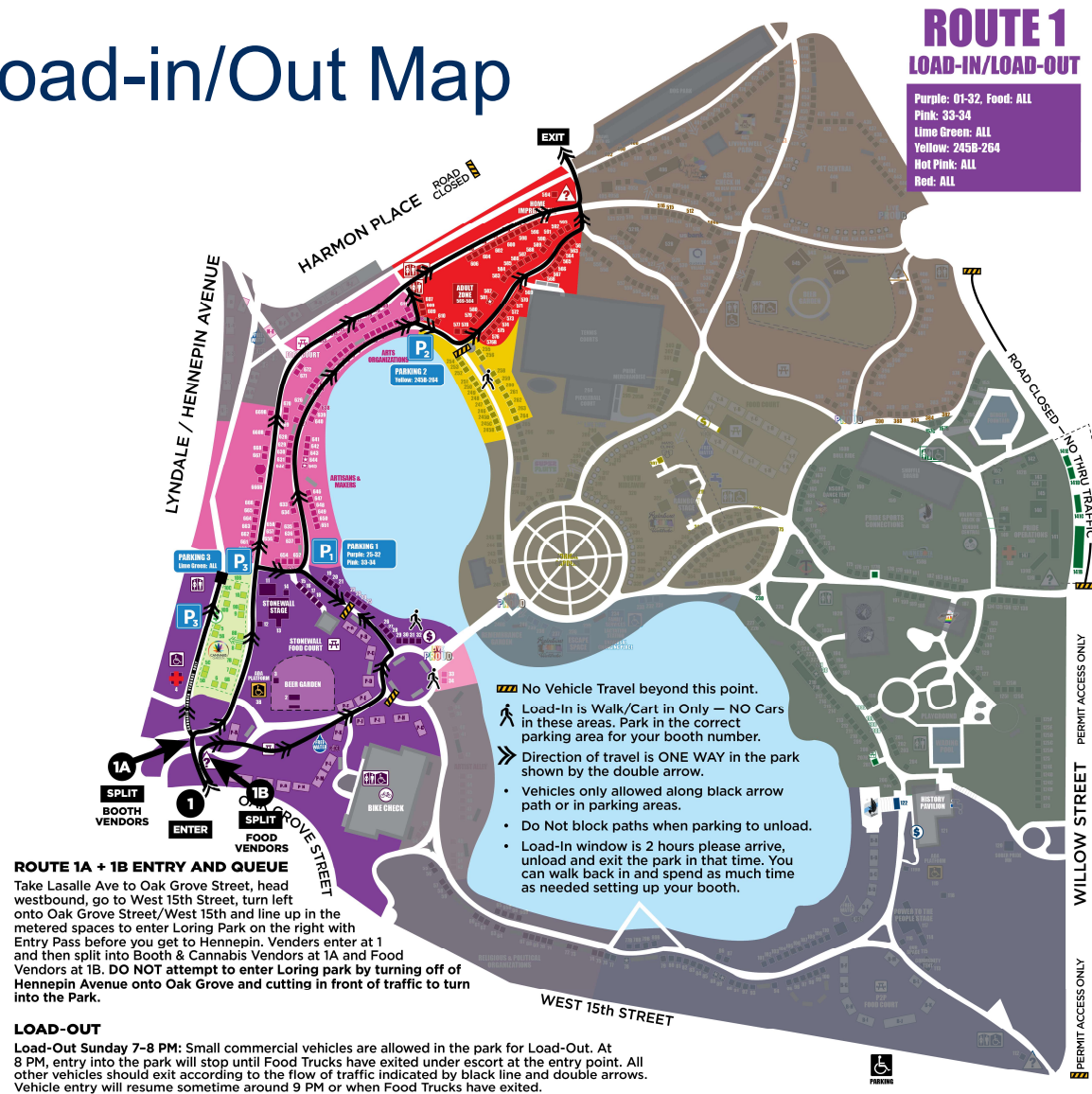
- Food Vendors (Thursday 26th)
- Booth Vendors (Thurs/Fri 26 & 27) in 2 hour shifts
- Picked a 2 hour window to arrive

Instructions for Load-Out:

- Festival Ends 6 PM
- Cars in at 7 PM
- Large Trucks in at 8 PM
- Food Truck Exit at 8 PM

Maps available at <https://tcpride.org/2025vendorinfo/>

Route Load-in/Out Map



ROUTE 1

Purple: 01 – 32

Food ALL PA - PR

Pink: 33 - 34

Lime Green: ALL 5-10D

Yellow: 245B - 264

Red: ALL 562 – 610

NOTE:

- 1 entrance split into 1A Booth Vendors
- 1A Cannabis Vendors (parking P3 Lime Green)
- 1B - Food Vendors – follow route not sidewalk
(tight turn don't jump curbs)
- Parking Purple 25-32, Pink 33-34 & Yellow 245B-264
- Walking Icons
- Direction of Travel
- No Vehicle beyond this point

 No Vehicle Travel beyond this point.
 Load-In is Walk/Cart in Only — NO Cars in these areas. Park in the correct parking area for your booth number.
 Direction of travel is ONE WAY in the park shown by the double arrow.
 • Vehicles only allowed along black arrow path or in parking areas.
 • Do Not block paths when parking to unload.
 • Load-In window is 2 hours please arrive, unload and exit the park in that time. You can walk back in and spend as much time as needed setting up your booth.



ROUTE 2

Pink: 35 - 54
Purple: 55-75
Blue: ALL 76 - 122
Food ALL BA - BM
Green: 123 – 152, 158-161,
 175 - 230

Route Entry & Queue Map

Directions to get into line (queue) to minimize traffic congestion.

ROUTE 2 ENTRY AND QUEUE

Take LaSalle Ave to West 14th Street, head westbound toward the Park, enter Controlled Entry for local traffic with Entry Pass, turn left onto Willow go up toward West 15th Street, turn right into Loring Park with Entry Pass before you get to West 15th Street.

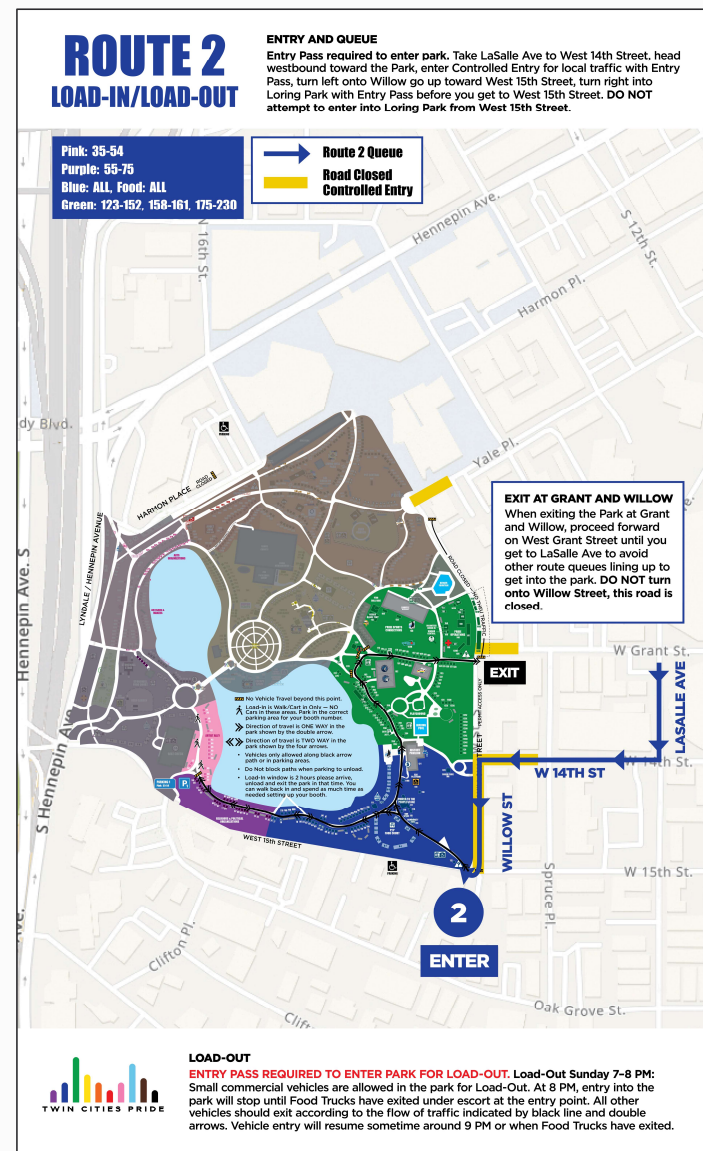
DO NOT attempt to enter into Loring Park from West 15th Street.

EXIT AT GRANT AND WILLOW

When exiting the Park at Grant and Willow, proceed forward on West Grant Street until you get to LaSalle Ave to avoid other route queues lining up to get into the park. DO NOT turn onto Willow Street, this road is closed.

Please follow these directions!

Maps available at <https://tcpride.org/2025vendorinfo/>



ROUTE 2

Pink: 35 - 54
 Purple: 55-75
 Blue: ALL 76 - 122
 Food ALL BA - BM
 Green: 123 - 152, 158-161,
 175 - 230

Load-In Thursday June 26 & Friday 27th

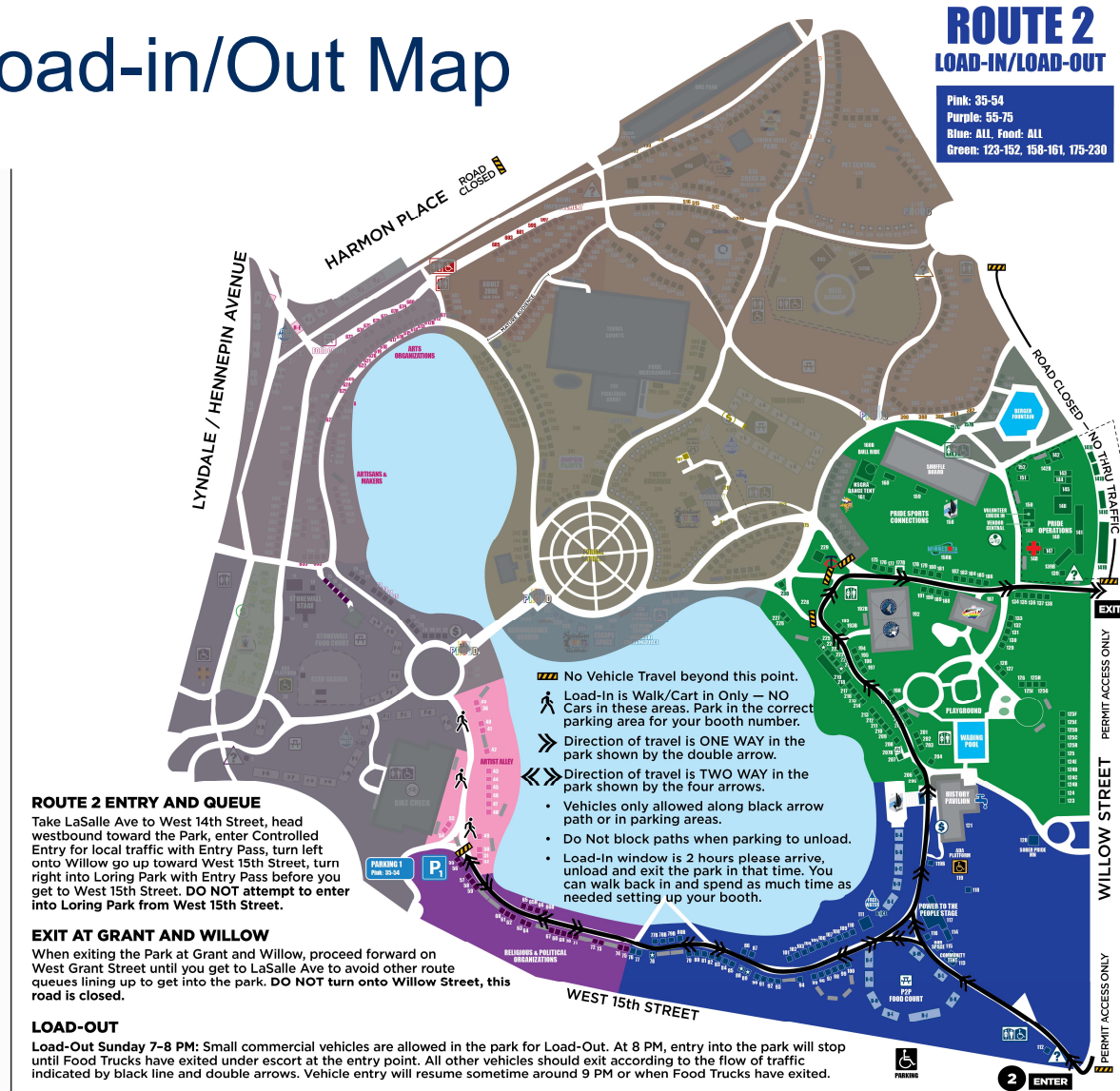
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- Booth Vendors (Thurs/Fri 26 & 27)
in 2 hour shifts
- Picked a 2 hour window to arrive

Instructions for Load-Out:

- Festival Ends 6 PM
- Cars in at 7 PM
- Large Trucks in at 8 PM
- Food Trucks Exit at 8 PM

Maps available at <https://tcpride.org/2025vendorinfo/>

Route Load-in/Out Map



ROUTE 2

Pink: 35 - 54

Purple: 55-75

Blue: ALL 76 - 122

Food ALL BA - BM

Green: 123 – 152, 158-161,
175 - 230

NOTE:

- Parking 35-54
- Walking Icons
- Direction of Travel
- <--> Two Way Traffic
- No Vehicle beyond this point

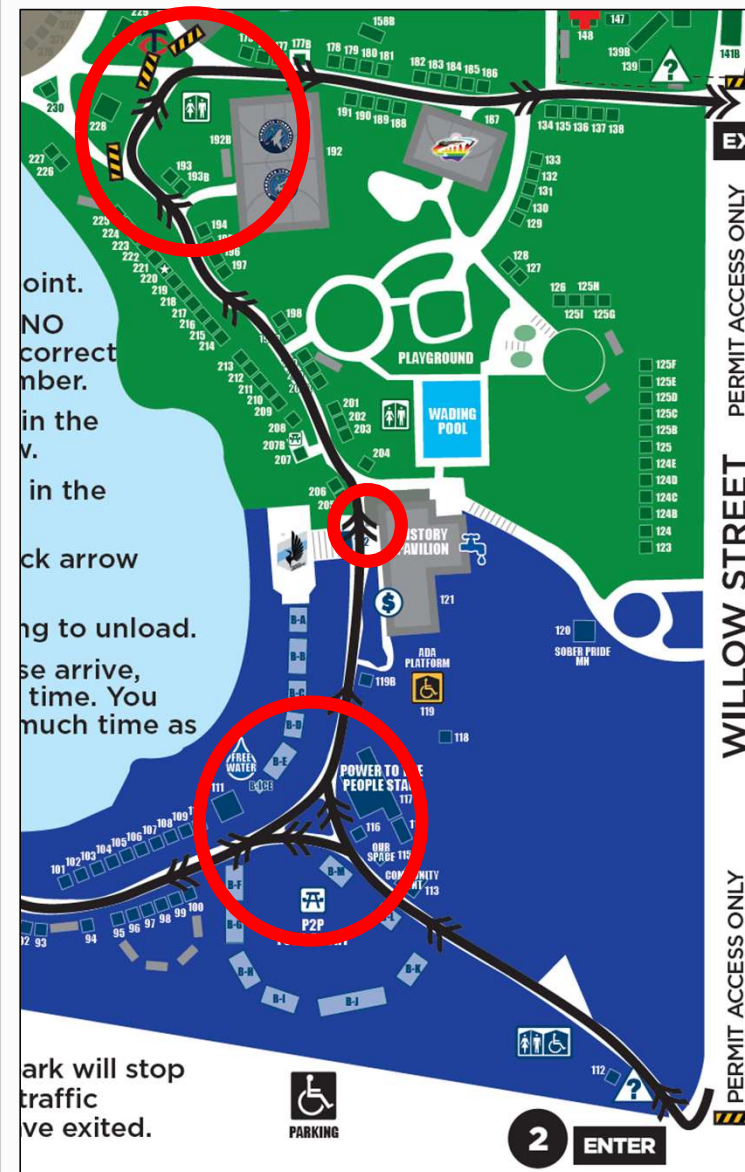
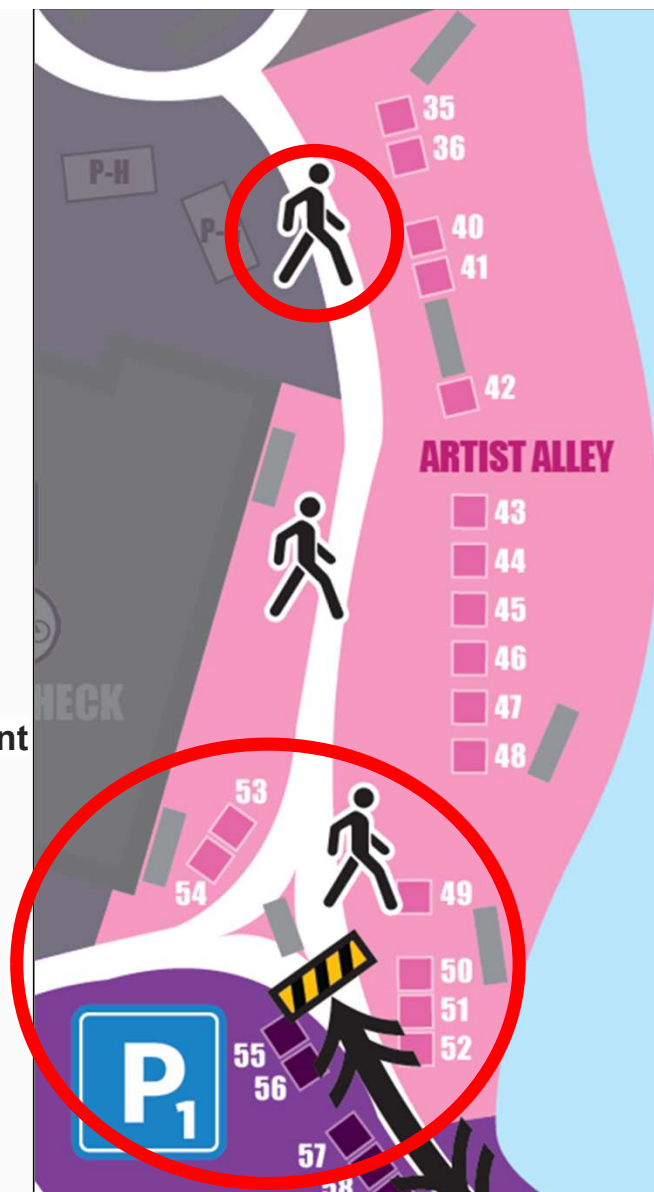
NO VEHICLE TRAVEL beyond this point.

Load-In is Walk/Cart in Only — NO Cars in these areas. Park in the correct parking area for your booth number.

Direction of travel is ONE WAY in the park shown by the double arrow.

Direction of travel is TWO WAY in the park shown by the four arrows.

- Vehicles only allowed along black arrow path or in parking areas.
- Do Not block paths when parking to unload.
- Load-In window is 2 hours please arrive, unload and exit the park in that time. You can walk back in and spend as much time as needed setting up your booth.



ROUTE 3A

Green: 153 – 157C, 162-174

Lt Blue: ALL 231 - 240

Yellow: 241-245, 265 – 375

Food ALL YA - YL

Rose: ALL 376-396

Orange: 397 - 409, 522 - 561

Route Entry & Queue Map

Directions to get into line (queue) to minimize traffic congestion.

ROUTE 3A ENTRY AND QUEUE

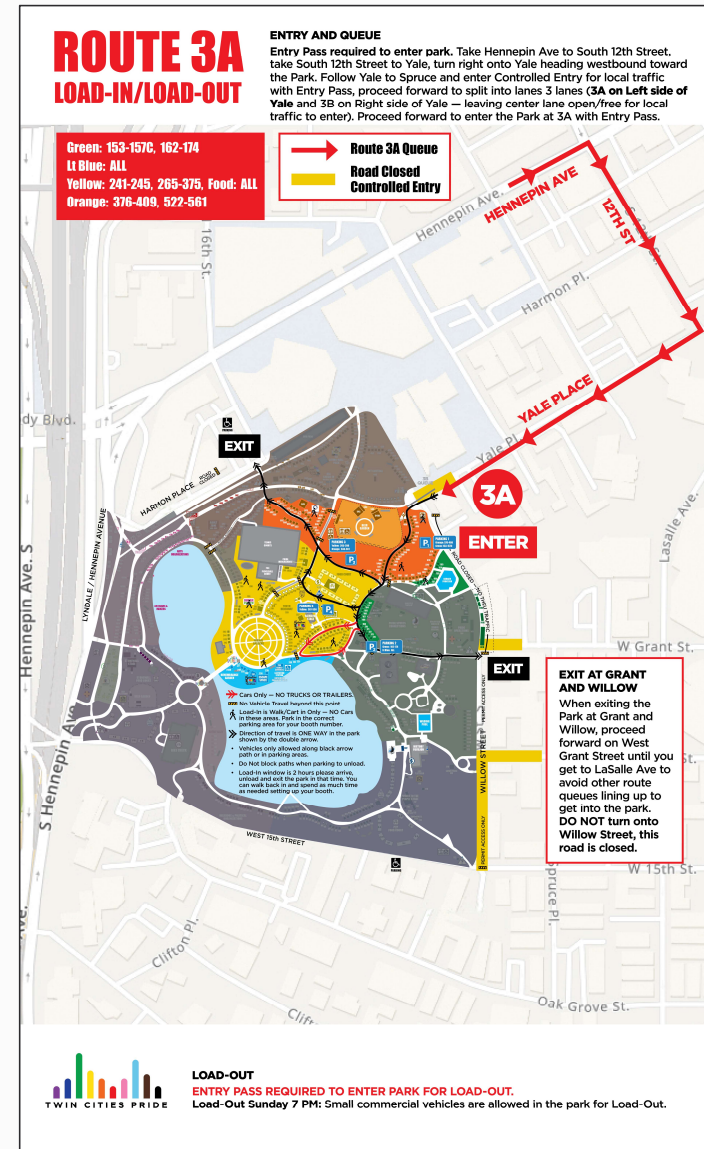
Take Hennepin Ave to South 12th Street, take South 12th Street to Yale, turn right onto Yale heading westbound toward the Park. Follow Yale to Spruce and enter Controlled Entry for local traffic with Entry Pass, proceed forward to split into lanes 3 lanes (3A on Left side of Yale and 3B on Right side of Yale — leaving center lane open/free for local traffic to enter). Proceed forward to enter the Park at 3A with Entry Pass.

EXIT AT GRANT AND WILLOW

When exiting the Park at Grant and Willow, proceed forward on West Grant Street until you get to LaSalle Ave to avoid other route queues lining up to get into the park. DO NOT turn onto Willow Street, this road is closed.

Please follow these directions!

Maps available at <https://tcpride.org/2025vendorinfo/>



ROUTE 3A

Green: 153 – 157C, 162-174

Lt Blue: ALL 231 - 240

Yellow: 241-245, 265 – 375

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Load-In Thursday June 26 & Friday 27th

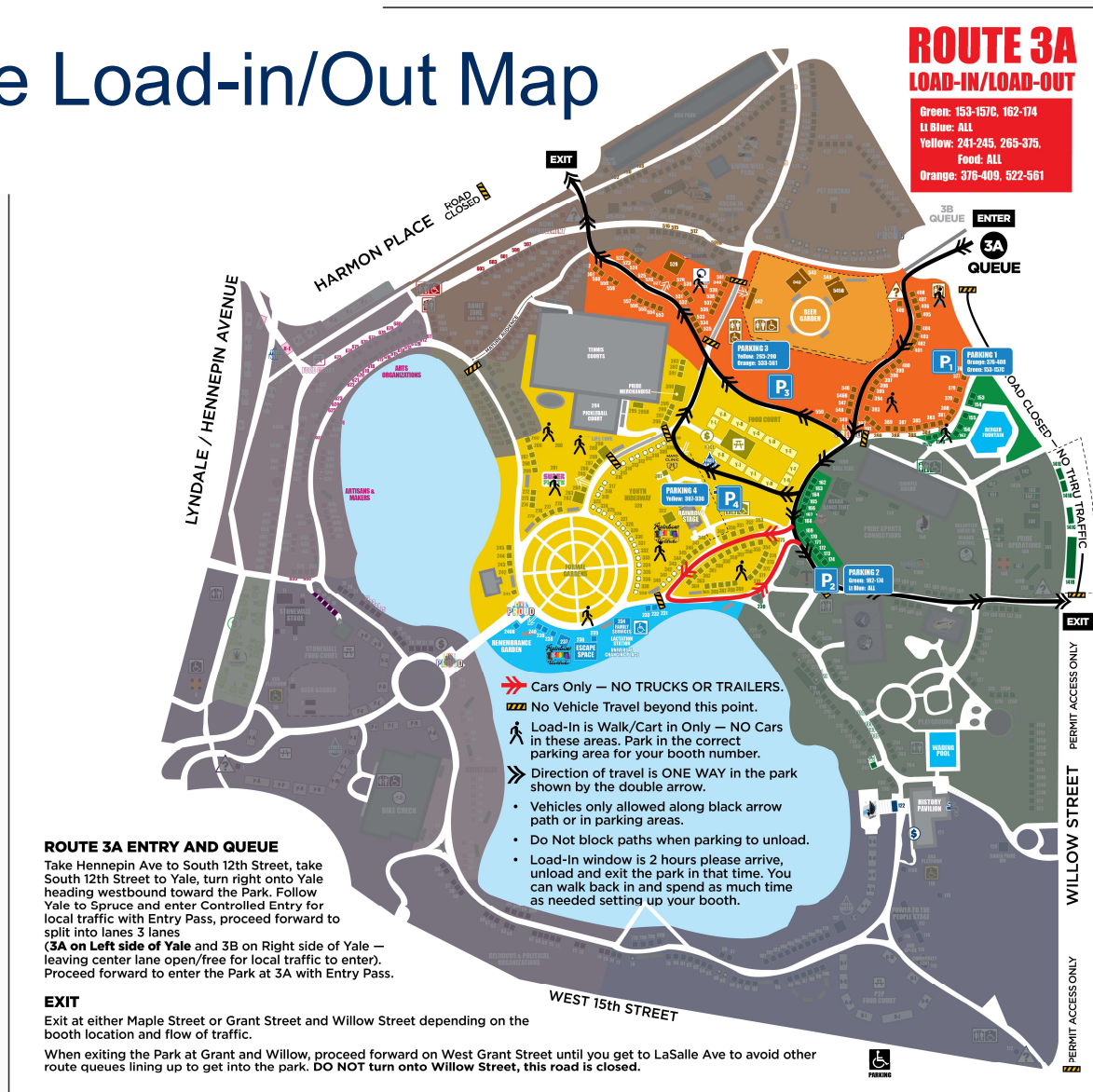
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Instructions for Load-Out:

- Festival Ends 6 PM
- Cars in at 7 PM
- Large Trucks in at 8 PM

Maps available at <https://tcpride.org/2025vendorinfo/>

Route Load-in/Out Map



ROUTE 3A

Green: 153 – 157C, 162-174

Lt Blue: ALL 231 - 240

Yellow: 241-245, 265 – 375

Food ALL YA - YL

Rose: ALL 376-396

Orange: 397 - 409, 522 - 561

NOTE:

- Unloading Parking Areas 1- 4
- Walking Icons
- Direction of Travel
- **Car Only Path** – No Trucks
- No Vehicle beyond this point

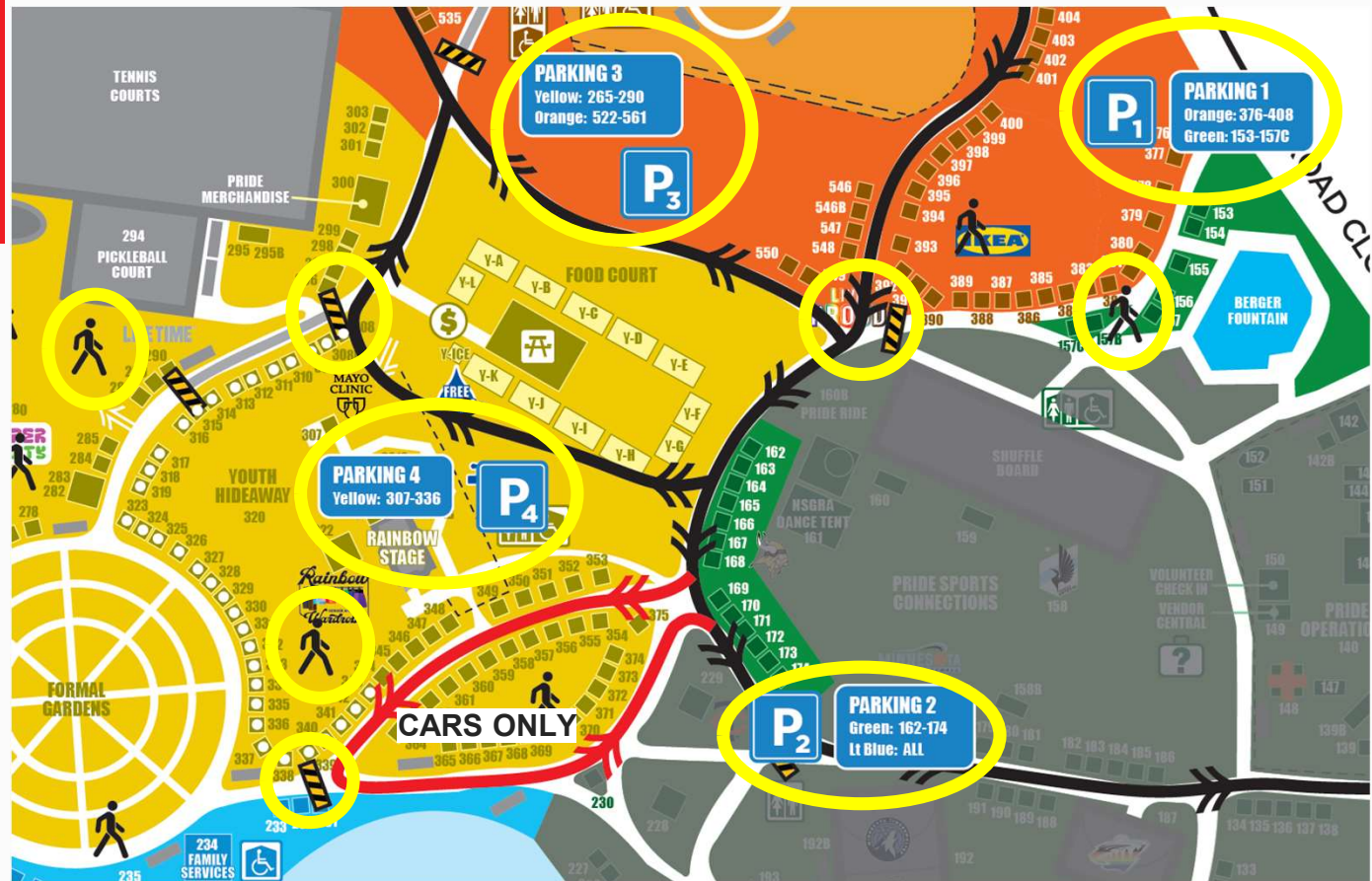
➔ Cars Only — NO TRUCKS OR TRAILERS.

⚡ No Vehicle Travel beyond this point.

🚶 Load-In is Walk/Cart in Only — NO Cars in these areas. Park in the correct parking area for your booth number.

➤ Direction of travel is ONE WAY in the park shown by the double arrow.

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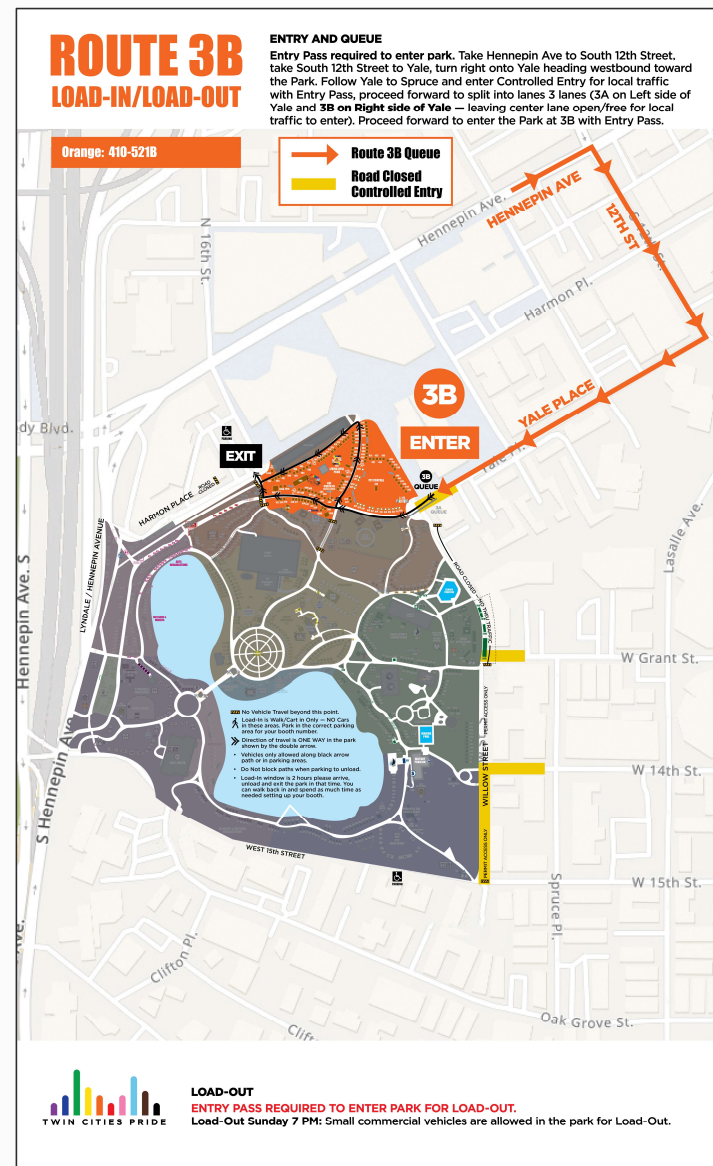
Route Entry & Queue Map

Directions to get into line (queue) to minimize traffic congestion.

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Please follow these directions!

Maps available at <https://tcpride.org/2025vendorinfo/>



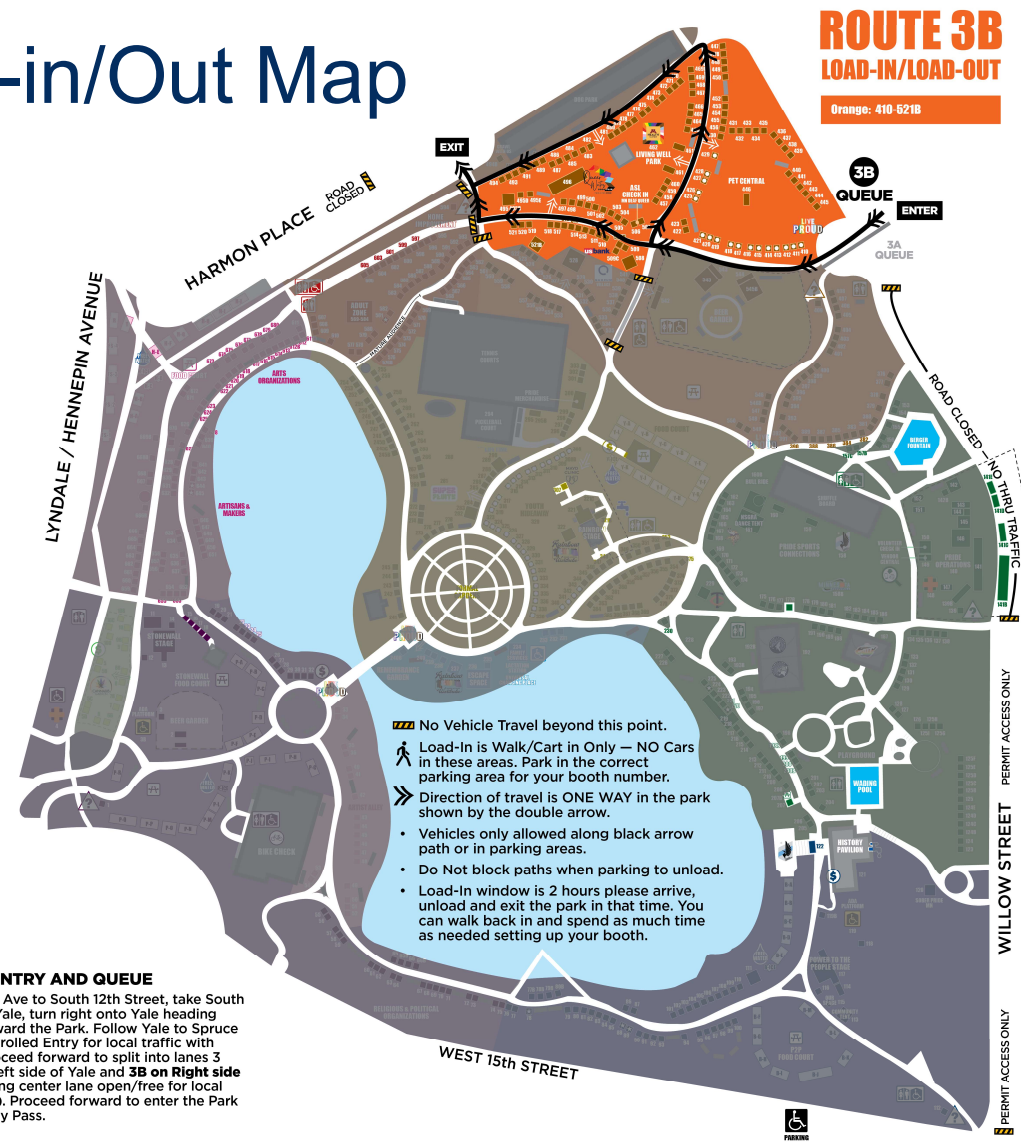
Route Load-in/Out Map

Load-In Thursday June 26 & Friday 27th

- ### Instructions for Load-Out:

- **Festival Ends 6 PM**
- **Cars in at 7 PM**
- **Large Trucks in at 8 PM**

Maps available at <https://tcpride.org/2025vendorinfo/>



ROUTE 3B

Orange: 410 - 521B

NOTE:

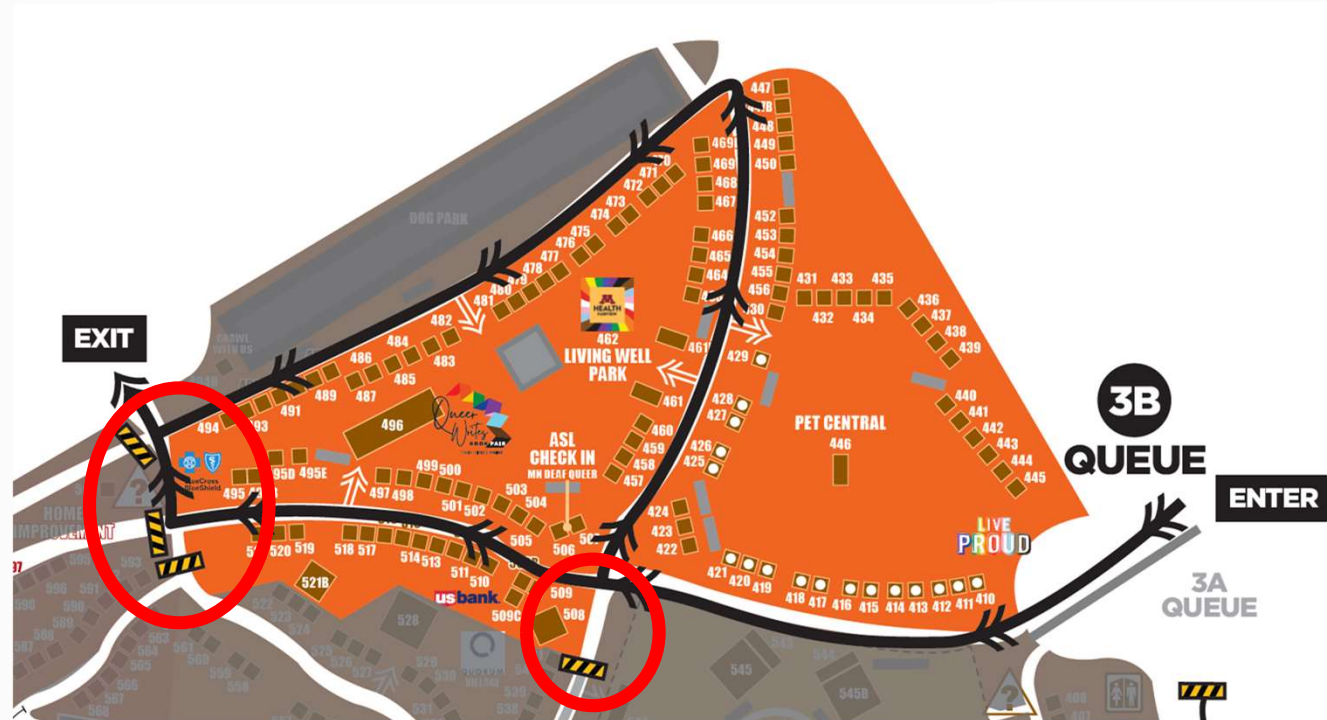
- Direction of Travel
- No Vehicle beyond this point

 No Vehicle Travel beyond this point.

 Load-In is Walk/Cart in Only — NO Cars in these areas. Park in the correct parking area for your booth number.

 Direction of travel is ONE WAY in the park shown by the double arrow.

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- Load-In window is 2 hours please arrive, unload and exit the park in that time. You can walk back in and spend as much time as needed setting up your booth.



ROUTE 4

Hot Pink: Food ALL HA - HJ
Food Storage FS1-FS4

Route Entry & Queue Map

Directions to get into line (queue) to minimize traffic congestion.

ROUTE 4 ENTRY AND QUEUE

Take Hennepin Ave turning onto Maple Street turning right onto Harmon Place. This is a controlled entry point.

- Food Vendors & Food Storage: Travel to edge of park in parking lot or Sidewalk and WAIT for staff to escort into position in the park.

Maps available at <https://tcpride.org/2025vendorinfo/>



ROUTE 4

Hot Pink: Food ALL HA - HJ
Food Storage FS1-FS4

Load-In Thursday June 26 & Friday 27th

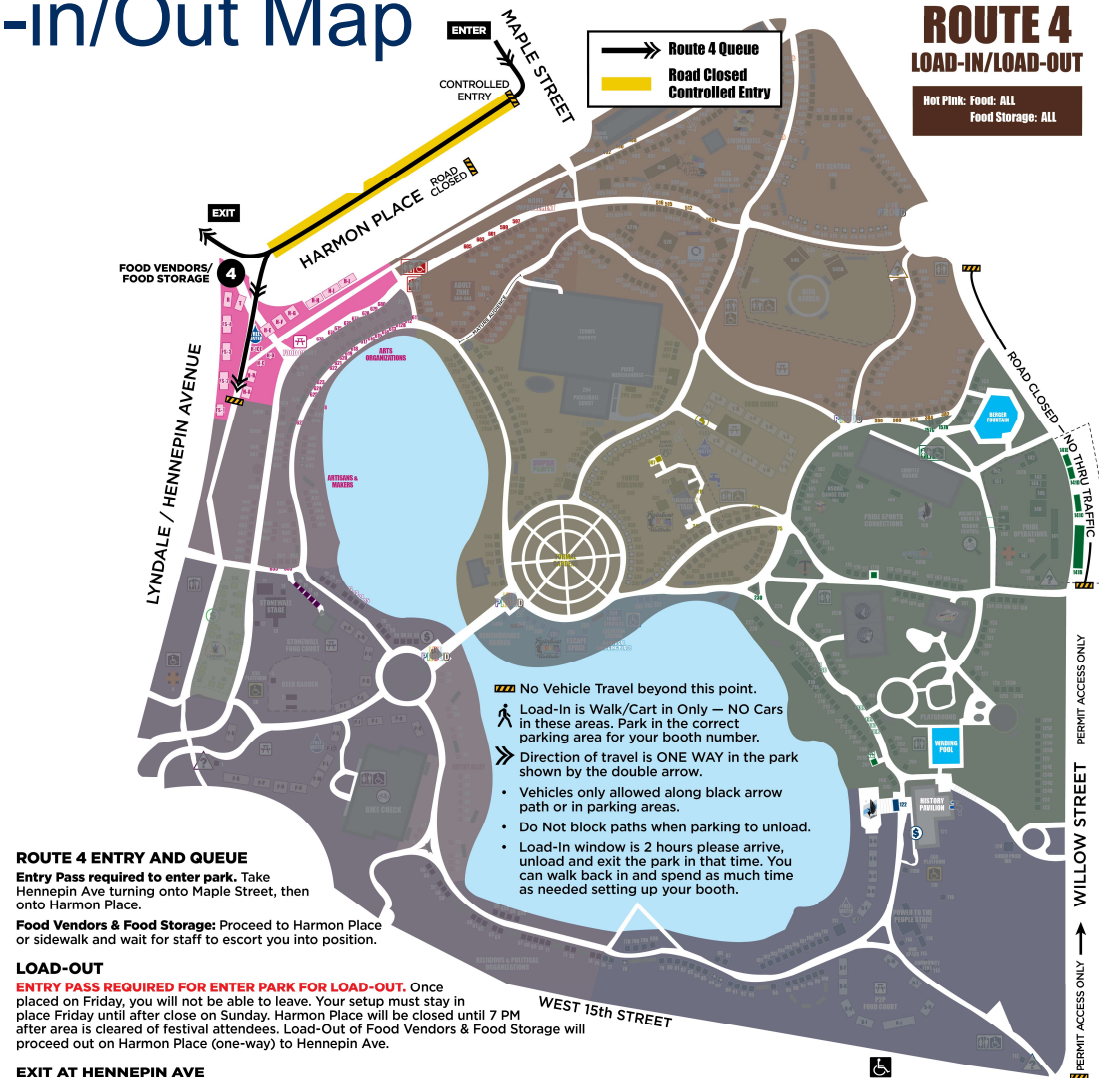
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- Booth Vendors (Thurs/Fri 26 & 27)
in 2 hour shifts
- Picked a 2 hour window to arrive

Instructions for Load-Out:

- Festival Ends 6 PM
- Cars in at 7 PM

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Route Load-in/Out Map

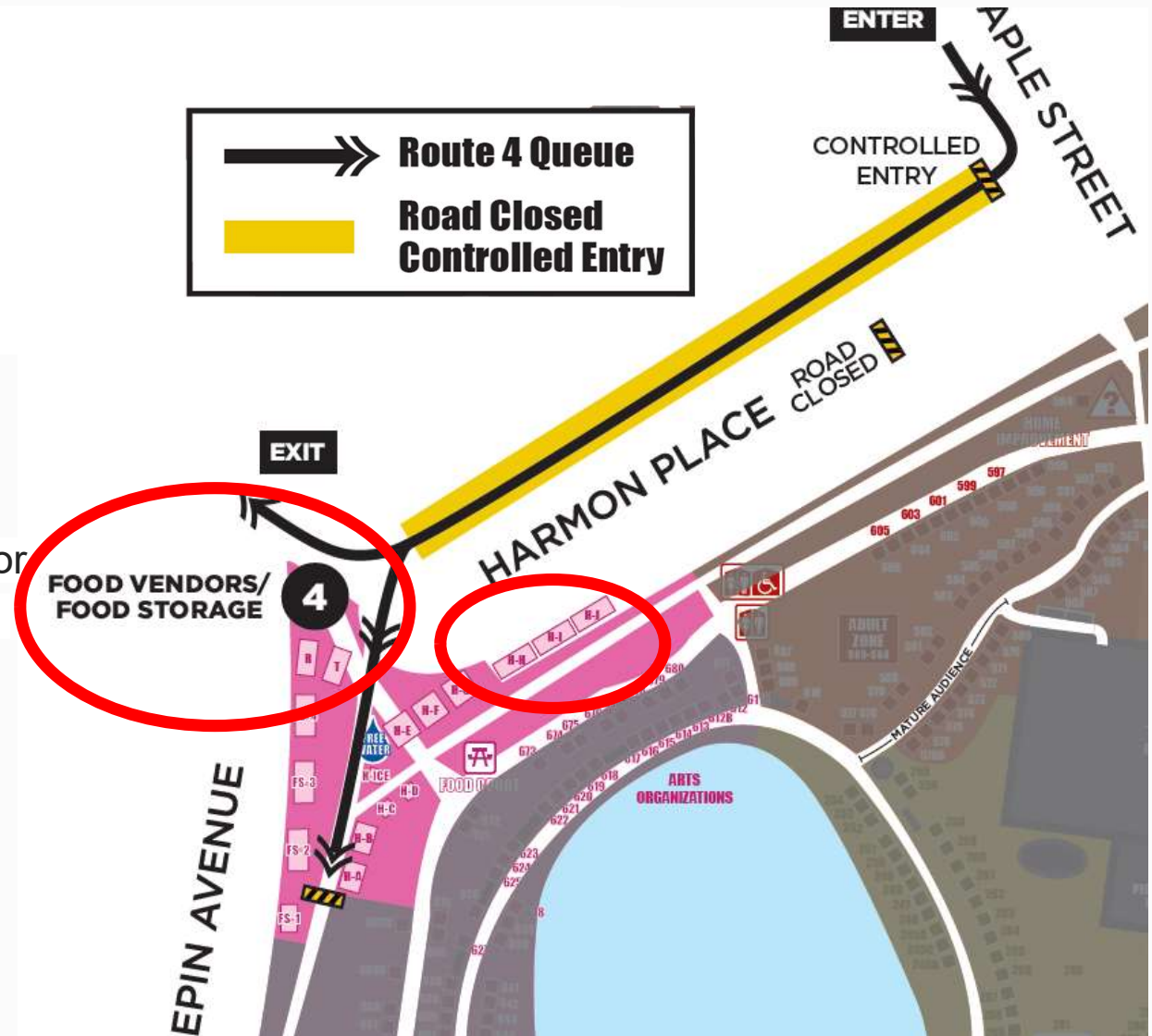


ROUTE 4

Hot Pink: Food ALL HA - HJ
Food Storage FS1-FS4

NOTE:

Food Vendors & Food Storage:
Travel to edge of park in parking lot or Sidewalk (at 4) and WAIT for staff to escort into position in the park.





2025 Twin Cities Pride Festival



Load-Out

Sunday 29th & Monday 30th Load Out

RECOMMEND CART OUT IF POSSIBLE

6 PM Festival Ends -

When Crowds are Clear

90% Loading out Sunday Night

7 PM Small Personal Vehicles Enter

8 PM Large Trucks Enter

8 PM Routes 1 & 2 (Purple & Blue)

Food Trucks Begin to Leave

8:30/9 PM Enter / Exit

Entry Pass to get vehicle in the park Sunday Night.
SAME PASS AS LOAD-IN June 26/27th



Sample Entry Pass & Route Queue

NOTE: Needed for Load Out – Store in Booth



Resources for Vendors



[VIDEO: Gender Identity and Pronouns - What Will You Teach The World?](https://youtu.be/J3Fh60GEB5E)
<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.

[Straight for Equality: Becoming a Trans Ally Recording & Training Toolkit](#)
[Supporting Trans & Nonbinary Loved Ones](#)





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

Questions:
festival@tcpride.org

Q & A

A large, stylized graphic with the words "LIVE PROUD" in a bold, 3D font. The letters are multi-colored with a rainbow gradient. The word "LIVE" is positioned above "PROUD". The graphic is set against a background of flowing, wavy lines in shades of red, orange, and blue, suggesting a dynamic and celebratory atmosphere.

LIVE
PROUD



Thank you

Please send feedback to festival@tcpride.org

