13 JAN, 2026

WWW.TCPRIDE.ORG

TWIN CITIES PRIDE

2026

REGISTRATION INFO SESSION

FESTIVAL DATES: JUNE 27TH & 28TH, 2026

PRIDE EVENT VENDOR TEAM

Le'O Wallace
He/Him
Vendor Manager

Mitch Markgraf
He/Him
Food Vendor Manager

Emily Sears
She/Her
Vendor Coordinator

Sarah Barnett
She/Her
Vendor Coordinator

Cory Hilden
She/Her
Logistics Director

CONTENT

FESTIVAL INFO

KEY DATES

PRICING

APPLICATION

- TIMELINE
- PROCESS
- BOOTH PLACEMENT
- FESTIVAL COLOR SECTIONS
- APPLICATION STATUS
- ST-19

AFTER YOU ARE APPROVED

- CERTIFICATE OF INSURANCE
- ADDITIONAL PURCHASES
- VENDOR RESOURCES

FESTIVAL IMPACT

Q&A

TWIN CITIES PRIDE

FESTIVAL INFO

Festival | Loring Park

Saturday, June 27th 10am - 7pm

Sunday, June 28th 10am - 6pm

Youth Night | Loring Park | Youth Area Vendors Only

Friday, June 26th 5pm-8pm

Rainbow Run 5k | Hennepin Ave

Sunday, June 28th 9am

Parade | Hennepin Ave

Sunday, June 28th 11am

2025 Attendance

475k+ Festival Attendees

200k+ Parade Attendees

648 Vendors

50 Food Vendors

2026 Attendance Estimates

500k+ Festival Attendees

200k+ Parade Attendees

650 Vendors

50 Food Vendors

Who Should Apply

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

TC Pride seeks to empower every LGBTQIA2S+ person to live as their true self and to create a future where all LGBTQIA2S+ people are valued and celebrated for who they are. The Pride festival commemorates and continues the fight against discrimination and the ongoing struggle for equality, for lesbian, gay, bisexual, transgender, and queer persons and their families.

TWIN CITIES PRIDE

KEY DATES

January 15th | Registration Launch

May 3rd | First Time Vendors Meeting

May 5th | Last day to apply to guarantee being on printed map

May 21st & 24th | Load-in/Load-out Meetings

June 10th - June 13th | Vendor Packet Pick-up

- Pride Cultural Arts Center | 1201 Harmon Pl
- Wednesday - Friday 9:30am-7:30pm
- Saturday 9am - 4pm

June 23rd & 24th | Additional Vendor Packet Pick-up

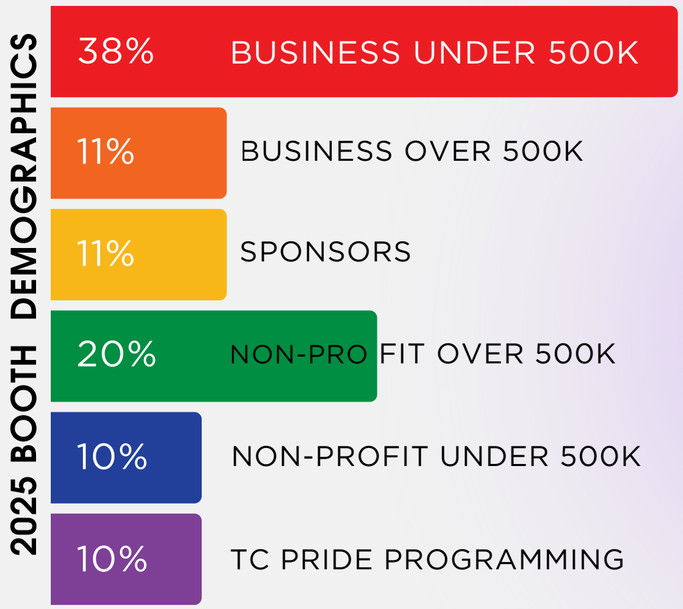
- Vendor Central in Loring Park | 12pm - 6pm

June 25th & 26th | Vendor Load-in

June 28th & 29th | Vendor Load-out

TWIN CITIES PRIDE

PRICING



Booth Vendor

$50 - Nonrefundable Application Fee

$150 - Selling Surcharge

Any booth vendor selling merchandise is charged a pass-through fee from Minneapolis Parks Board

Non-Profits / Government Agency

Level 1 (Under $100k) - $190
Level 2 ($100k–$1mil) - $625
Level 3 ($1mil–$5mil) - $1125
Level 4 ($5mil+) - $1875

THE FEE STRUCTURE IS BASED ON THE TYPE OF BUSINESS OR VENDOR YOU ARE AND YOUR ANNUAL REVENUE.

For-Profit Businesses

Level 0 (Under $150k) - $350
Level 1 ($150k–$500k) - $625
Level 2 ($500k–$1mil) - $1125
Level 3 ($1mil–$5mil) - $1875
Level 4 ($5mil-$15mil) - $2500
Level 5 ($15mil+) - $3750
THC Vendor Booth - $3750

Table Vendor

$50 - Nonrefundable Application Fee

$200 - Table Vendor 6′ Table Space

- Table is provided in shared tent space
- No additional fees for selling merchandise
- Small business tent
  - Limited to a 2 year participation
  - Must be an organizations with annual revenue under 100k

TWIN CITIES PRIDE

APPLICATION PROCESS

TIMELINE

JAN 15TH
REGISTRATION OPENS 8AM CST

WE TYPICALLY SELL OUT IN THE BEGINNING OF APRIL

WILL BE ACCEPTING WAITLIST AFTER SOLD OUT

PROCESS

BEFORE STARTING AN APPLICATION, ENSURE YOU HAVE THE FOLLOWING AVAILABLE:

- Photo of your booth setup
- Images and list of your products including prices
- Description of how you plan to engage and interact with festival attendees
- Any permits or licenses required

PLEASE NOTE:

- Receiving an email acknowledgement of your application submission **IS NOT ACCEPTANCE AS AN APPROVED VENDOR**
- Completed ST-19 will be REQUIRED with the application or it will be waitlisted
- ALL vendors (selling or not) **MUST** submit a completed MN Revenue Form ST-19

REFUNDS

- Until you are approved, you can withdraw your application at any time and no additional charges will occur.
- Applicants who have been approved prior to 4/15/2026 have 2 weeks after approval to request a cancellation and receive a refund of the additional fees, less the payment processing fees. Cancellations must be sent in writing via email to festival@tcpride.org. After 4/15/2026 no refunds will be issued.

TWIN CITIES PRIDE

APPLICATION PROCESS

BOOTH PLACEMENT

- The application will ask you to select 3 booth location preferences from available booths
- 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 have similar products or services
- Each Vendor will be limited to a maximum of 2 booth locations
- No Portable Generators will be allowed in Loring Park
    - Portable Generators will only be used by TC Pride for Logistics & Sponsors

SECTION COLOR	SECTION DESCRIPTION
HOT PINK	Artisans, Art Organizations, Food Court
PURPLE	Religous & Political Organizations, Stonewall Stage, Food Court, Beer Garden, Bike Check, ADA Platform, First Aid
LIME GREEN	THC / Cannabis Garden
PINK	Artists, Artist Alley (TC Pride Artists-in-Residence)
BLUE	Community Organizations, Businesses, Our Space, P2P Stage, ADA Platform, Food Court, History Pavillion
GREEN	Businesses, Sports Organizations, Pride Bull Ride, Volunteer Check-In, Vendor Central, First Aid, HIV Testing, NSGRA Dance Tent
LIGHT BLUE	Escape Space, Family Services, Rainbow Wardrobe, Remembrance Garden
YELLOW	Youth Hideaway, Rainbow Wardrobe, Businesses, Schools, Rainbow Stage, Pride Merchandise, Food Court
ORANGE	Pet Central, Dog Park, Living Well Park, Beer Garden, Queer Writes Tent, Quorum Village, ASL, Schools, Businesses, Small Business Tent
RED	Businesses, Home Improvement, and a clearly marked 18+ Adult Area

ST-19 TAX FORM

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.

***** REQUIRED FROM ALL VENDORS AT TIME OF APPLICATION SUBMISSION *****

This is a correctly completed example:

Print or Type

Name of Business Selling or Exhibiting at Event [redacted] | Minnesota Tax ID Number [redacted]

Seller's Complete Address [redacted] | 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

Date(s) of Event: June 23 - June 25 2023

Sales Tax Exemption Information

Complete this section if you are not required to have a Minnesota tax ID number.

- ☐ I am selling only nontaxable items.
- ☑ I am not making any sales at the event.
- ☐ I participate in a direct selling plan, selling for _____ *(name of company)*, and the h office or top distributor has a Minnesota tax ID number and remits the sales tax on my behalf. This is
- ☐ a nonprofit organization that meets the exemption requirements described below:
  - ☐ Candy sold for fundraising purposes by a nonprofit organization that provides educational and social activities people primarily aged 18 and under *(MS 297A.70, subd. 13[a][4])*.
  - ☐ Youth or senior citizen group with fundraising receipts up to $20,000 per year ($10,000 or less before January 1, 2015)*(MS 297A.70, subd. 13[b][1])*.
  - ☐ A nonprofit organization that meets all the criteria set forth in MS 297A.70, subd. 14.

Sign Here

I declare that the information on this certificate is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.

Signature of Seller | Print Name Here [redacted]

Date: 04/12/2023 | Daytime Phone [redacted]

PENALTY — Operators who do not have Form ST19 or a similar written document from sellers can be fined a penalty of $100 for each seller that is not in compliance for each day of the selling event.

TWIN CITIES PRIDE

APPLICATION STATUS

APPROVAL

- Once an application is submitted it will be decided within **10 days**.
- All remaining fees associated with application will be charged upon approval.
- In the application jury process each application is scored by 3 community members on the following criteria:
  - Does it appear from answers, website and social media that this applicant supports the mission of TC Pride?
  - Was the organization able to provide valid, specific examples of how they champion LGBTQIA2S+ Equality?
  - Is this applicant LGBTQIA2S+ / BIPOC owned and/or operated?
- COI must be provided within 2 weeks or **approval will be withdrawn with no refund provided.**

WAITLIST

- Acceptance criteria have been met but there are no longer any currently available spaces
- Submitted ST-19 was not valid or complete

How do I know if I am off the waitlist:

- 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

REJECTION

- Low Jury Score
- Multiple vendors already approved who provide a similar product, service, or menu.
- COI or ST-19 not completed in allotted time.

AFTER YOU ARE APPROVED

Certificate of Insurance (COI)

- In your apprpoval letter you will have a link to upload your COI document or purchase it via Eventeny
- ALL Vendors are **REQUIRED** to obtain Liability Insurance for the Twin Cities Pride festival
- Coverage must be for $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
- For more information on COI's and requirements please see the vendor info on our website

ADDITIONAL PURCHASES

WIFI

- You can purchase wifi after approval. The link to do so will be in your approval.

PARKING

- We do our best to secure a parking lot for vendors at a reduced cost compared to other parking. When this becomes available, all vendors will be emailed the link for purchase

VENDOR RESOURCES

To help ensure Pride remains a welcoming and affirming space for everyone, we've created a set of short resources for vendors on topics like pronoun usage and being a respectful, effective ally. We encourage you to review these materials ahead of the festival and share them with all staff working your booth so everyone feels prepared to help create a safe, inclusive experience for our community.

CERTIFICATE OF INSURANCE

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

DEPARTMENT OF ADMINISTRATION
RISK MANAGEMENT

DATE: July 1, 2022 and continuous until cancelled

FROM: State of Minnesota Risk Management Division

TO: To Whom It May Concern

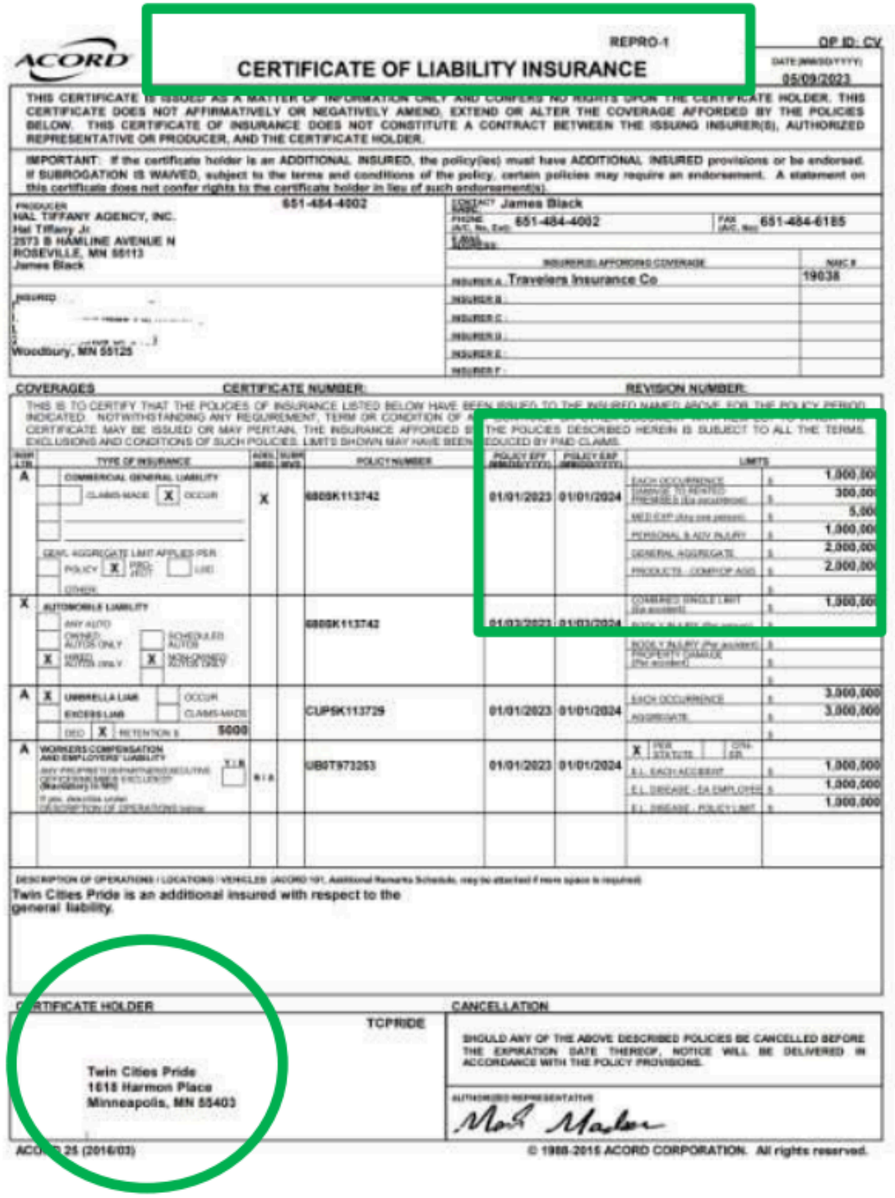
RE: Self-Insurance Letter: General Liability, Auto Liability, and Workers' Compensation

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

Example of a **VALID** COI:



ACORD

REPRO-1

CERTIFICATE OF LIABILITY INSURANCE

OP ID: CV

DATE (MM/DD/YYYY) 05/09/2023

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 have ADDITIONAL INSURED provisions or 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
HAL TIFFANY AGENCY, INC.
Hal Tiffany Jr.
2573 B HAMLINE AVENUE N
ROSEVILLE, MN 55113
James Black
651-484-4002

CONTACT NAME: James Black
PHONE (A/C, No, Ext): 651-484-4002
FAX (A/C, No): 651-484-6185
E-MAIL ADDRESS:

INSURER(S) AFFORDING COVERAGE — NAIC #
INSURER A: Travelers Insurance Co — 19038
INSURER B:
INSURER C:
INSURER D:
INSURER E:
INSURER F:

INSURED
Woodbury, MN 55125

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	COMMERCIAL GENERAL LIABILITY CLAIMS-MADE X OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: POLICY X PRO- JECT LOC OTHER:	X		680SK113742	01/01/2023	01/01/2024	EACH OCCURRENCE $ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) $ 300,000 MED EXP (Any one person) $ 5,000 PERSONAL & ADV INJURY $ 1,000,000 GENERAL AGGREGATE $ 2,000,000 PRODUCTS - COMP/OP AGG $ 2,000,000 $
X	AUTOMOBILE LIABILITY ANY AUTO OWNED AUTOS ONLY SCHEDULED AUTOS X HIRED AUTOS ONLY X NON-OWNED AUTOS ONLY			680SK113742	01/01/2023	01/01/2024	COMBINED SINGLE LIMIT (Ea accident) $ 1,000,000 BODILY INJURY (Per accident) $ PROPERTY DAMAGE (Per accident) $ $
A	X UMBRELLA LIAB EXCESS LIAB DED X RETENTION $ 5000			CUP5K113729	01/01/2023	01/01/2024	EACH OCCURRENCE $ 3,000,000 AGGREGATE $ 3,000,000 $
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y / N N / A		UB0T973253	01/01/2023	01/01/2024	X PER STATUTE OTH-ER E.L. EACH ACCIDENT $ 1,000,000 E.L. DISEASE - EA EMPLOYEE $ 1,000,000 E.L. DISEASE - POLICY LIMIT $ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Twin Cities Pride is an additional insured with respect to the general liability.

CERTIFICATE HOLDER
TCPRIDE
Twin Cities Pride
1618 Harmon Place
Minneapolis, MN 55403

CANCELLATION
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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TWIN CITIES PRIDE

FESTIVAL IMPACT

In 2025, we reinvested significant resources back into our community, from financial support to thousands of pounds of food and essential items. These efforts reflect our ongoing commitment to meeting real needs and uplifting the LGBTQIA2S+ community year-round.

$45,000
DIRECT FUNDING INTO THE COMMUNITY

10000+
POUNDS OF FOOD COLLECTED AND REDISTRIBUTED AT COMMUNITY EVENTS

$42,000
IN KIND DONATIONS TO LOCAL NONPROFITS & COMMUNITY GROUPS

2,635
FREE MEALS SERVED TO THE COMMUNITY AT FAMILY FUN DAY

$21,353
DIRECT FUNDING TO REGIONAL PRIDE'S

TO LEARN MORE ABOUT THE IMPACT YOUR PARTICIPATION IN THE TWIN CITIES PRIDE FESTIVAL HAS ON THE COMMUNITY, CHECK OUT OUR 2025 IMPACT REPORT AT TCPRIDE.ORG

QUESTIONS?

TWIN CITIES PRIDE