



Let's Celebrate Rockford Area Pride 2025!

Dear Community Supporter:

We are thrilled to build on the incredible success of Rockford's First Official Pride Parade. Following the overwhelming response to our inaugural event, which drew thousands of attendees, we are excited to carry this momentum forward into an even more inclusive, vibrant, and impactful celebration this year. The Rockford Area Pride Parade is now a hallmark annual event that will attract participants from across Rockford and beyond—and we invite you to join us!

As a cornerstone of our community, the Pride Parade celebrates the diversity, resilience, and contributions of Rockford's LGBTQ+ members. It provides a platform for individuals to express themselves freely and for allies to demonstrate their support. Last year's event brought a new level of excitement to downtown Rockford, with community engagement and positive feedback highlighting the profound importance of this celebration.

This year, we are preparing for an even more dazzling and dynamic event, bringing together thousands of passionate individuals from all walks of life. Among our new initiatives is the "Rainbow Road of Flags" (pending municipal approval), which will line the parade route with rainbow flags during the week leading up to the event. We also anticipate larger and more elaborate floats, including those of our Honorary Grand Marshals, to further enhance the festivities.

In keeping with our tradition of giving back, we are proud to announce that this year's event will raise funds for the LIAM Foundation, a non-profit organization dedicated to supporting the LGBTQIA+ community in and around Rockford. A portion of the event's proceeds will directly benefit the LIAM Foundation, helping them continue their impactful work in our community.

Thank you for your continued support in making Rockford a more inclusive and welcoming place for all. We look forward to celebrating with you!

Very Truly Yours,

Darcy Pinasco

Darcy Pinasco
(He/Him)
Chair
505-860-4420

Andrew J. Mertzzenich

Andrew J. Mertzzenich
(He/They)
Co-Chair
815-721-6925

Mission: "To amplify and support LGBTQ+ voices and experiences in the Stateline area through inclusive spaces and events."

Vision: "We support local LGBTQ+ advocacy groups by creating and maintaining spaces and events through community contributions and sponsorships."



Rockford Area Pride 2025 SPONSORSHIP APPLICATION

Organization

AUTHORIZING PERSON

TITLE

CONTACT PERSON (IF DIFFERENT)

TITLE

STREET ADDRESS

CITY

STATE

ZIP

BEST PHONE NUMBER

EMAIL

DIAMOND **RUBY** **EMERALD** **SAPPHIRE**

YOUR SPONSORSHIP LEVEL

Are you interested in Line-Item Sponsorship(s)?

YES **NO**

Will you be submitting an entry into the Parade? (Fee waived)

YES **NO**

Need an Invoice?

YES **NO**

Sponsor agrees to sponsor the 2025 Rockford Area Pride Parade at the Sponsorship Level and Rate indicated, and agrees to the Terms and Conditions of the Sponsorship Agreement. Funds/Application must be received by May 1, 2025.

Authorizing Signature

DATE

Rockford Area Pride Committee
1 Court Place
Suite 404
Rockford IL 61101

www.RockfordAreaPride.org



Rockford Area Pride 2025 SPONSORSHIP APPLICATION

General Sponsorship Packages

DIAMOND (\$5,000+) (up to 2 Available)

Includes everything provided in lower sponsorship levels, plus:
Recognition as “Rockford Area Pride Presented By” your business
Primary Logo/Message on Street Banner at the Parade

RUBY (\$3,000+)

Everything provided in lower sponsorship levels, plus:
Logo on the Street Banner / Logo on our website Home Page
Thanks from the Podium at Parade Step off

EMERALD (\$1,500+)

Everything provided in lower sponsorship levels, plus:
Listing on all our printed event promotional materials (minus pride banner(s))
Featured Float in the Parade (announced as your group walks by)

SAPPHIRE (\$500+)

Participation in Pride Parade
Recognition on our website sponsor page and social media platforms



Rockford Area Pride 2025 SPONSORSHIP APPLICATION

CELEBRATE, REMEMBER, UNITE!

Line-Item Packages

(1 available unless noted)

BANNER SPONSOR

(\$4,000)

Recognition of “Street Banner Made Possible By” your business
Primary Logo on Back of Pride Banner

(tentative) RAINBOW ROAD SPONSOR (\$4,000)

Listing on all our printed event promotional materials (minus pride banner(s))
Featured Float in the Parade (announced as your group walks by)
All benefits of Ruby Sponsors

HONORARY GRAND MARSHAL SPONSOR

(3 Available) (\$1,000 ea)

Recognition on Marshal Float as
“Parade Marshal Presented By [your business]”
Thanks from the Podium as HGM(s) pass
All benefits in EMERALD Sponsorship Package

Definitions, Terms, & Conditions

Logos: Your organization's logo must be provided in camera-ready art form for both web and print publications. See Sponsorship Levels for more information.

Pride Poster: A poster displayed throughout the parade route featuring information on the parade (time, date, route, step off information, etc).

Sponsorship: Rockford Area Pride Committee will furnish Sponsor with the sponsorship rights and amenities for the 2025 Rockford Area Pride Parade according to the sponsorship level selected and paid for by Sponsor.

Term: The term of this Sponsorship Agreement begins on the later of the date signed or the date payment is received and accepted, and terminates upon the conclusion of the Rockford Area Pride Parade at approximately 4:00pm on June 7, 2025.

Payment: Invoices will be issued at the time completed applications are received. Sponsor will pay the agreed upon rate (less the value of any in-kind contribution) within fifteen (15) days of receipt of an invoice from the Rockford Area Pride Committee. All payments must be received before any benefits (i.e., banners, print media, on-site space) can be conveyed, unless otherwise waived by the Rockford Area Pride Committee.

Use of Event Marks: Rockford Area Pride Committee grants Sponsor, during the Term and for 30 calendar days thereafter, a nonexclusive license to use "Rockford Area Pride Parade" and its variations in the same form they are provided by Rockford Area Pride Committee (the "Event Marks") in connection with the Sponsor's 2025 Rockford Area Pride Parade activities in a manner consistent with the Rockford Area Pride Committee's guidelines for use of Event Marks, this Sponsorship Agreement, and the Sponsor's Sponsorship Level. Sponsor will comply with Rockford Area Pride Committee's reasonable requests regarding the use of the Event Marks

Use of Sponsor Marks: Sponsor grants to Rockford Area Pride Committee a non-exclusive, royalty-free license to use the Sponsor marks in camera-ready format (the "Sponsor Marks"): (i) during the Term in connection with Rockford Area Pride Committee's promotional and publicity activities, including print, video, and electronic materials, for the 2025 Rockford Area Pride Parade; and (ii) after the Term in reference to Sponsor's sponsorship of the 2025 Rockford Area Pride Parade.

Liability: Neither Rockford Area Pride Committee nor its representatives will be responsible for any injury, loss, harm or damage that may occur to the Sponsor from any cause whatsoever. Under no circumstances will Rockford Area Pride Committee be liable for lost profits or other special or consequential damage. The foregoing will apply regardless of how any claim is

Mission: "To amplify and support LGBTQ+ voices and experiences in the Stateline area through inclusive spaces and events."

Vision: "We support local LGBTQ+ advocacy groups by creating and maintaining spaces and events through community contributions and sponsorships."

brought or how damages are characterized, including whether brought in contract, tort or otherwise.

Event Contents: Sponsor may photograph or otherwise record its presence at the 2025 Rockford Area Pride Parade, but will not otherwise record or reproduce any portion of the 2025 Rockford Area Pride Parade, including the marks or presence of other sponsors, the entertainment, or the attendees, in any format, without the Rockford Area Pride Parade Committee's prior written consent. Sponsor's actions to photograph or otherwise record its presence will take place only in the public access areas of the 2025 Rockford Area Pride Parade and may not interfere with the normal operations of the event.

Reschedule or Cancellation: The 2025 Rockford Area Pride Parade is scheduled to take place on June 7, 2025. The Rockford Area Pride Committee reserves the right to reschedule or cancel the 2025 Rockford Area Pride Parade or any individual events comprising it if necessary for any reason, including: (i) weather; (ii) failure to receive commitments from the necessary number of sponsors; (iii) failure to reach agreement with the applicable authorities on any issue related to the 2025 Rockford Area Pride Parade; or (iv) acts of God or any other cause beyond the Rockford Area Pride Committee's reasonable control, e.g. war, fire, strike, change of law or regulation, public catastrophe. If the 2025 Rockford Area Pride Parade is canceled in whole, the Rockford Area Pride Parade Committee will issue refunds at pro-rata amounts of the total sponsorship fees received less the expenses incurred by the Rockford Area Pride Committee. No further refunds or other amounts will be due from the Rockford Area Pride Committee. In no case will the amount of refund to a Sponsor exceed the amount of the sponsorship fee actually paid.

Termination: The Rockford Area Pride Committee reserves the right to accept or reject sponsors at its sole discretion. The Rockford Area Pride Committee may terminate this Sponsorship Agreement at any time, in which case Sponsor's rights to use the Event Marks will terminate immediately, and the Rockford Area Pride Committee will refund to Sponsor any sponsorship fees paid less any out of pocket expenses incurred, and return any unused in-kind contribution received, under this Sponsorship Agreement.

Tax Status: The Rockford Area Pride Committee is 501(c)(3) nonprofit private foundation registered with the Internal Revenue Service and Attorney General's Charity Bureau for the State of Illinois.

Full Agreement: This Sponsorship Agreement represents the entire agreement between Rockford Area Pride Committee and Sponsor, and no further agreement or warranty, except those expressly stated herein, is made or exists between the parties.

Other Sponsors: This Sponsorship Agreement establishes a non-exclusive relationship between Sponsor and the Rockford Area Pride Committee, and the Rockford Area Pride Committee retains the right to enter into other Sponsorship Agreements at its discretion.

Choice of Law/Venue: All legal matters pertaining to the 2025 Rockford Area Pride Parade and this Sponsorship Agreement shall be governed by the State of Illinois, with venue for disputes

being the County of Winnebago, State of Illinois. Sponsor irrevocably consents and submits to the personal jurisdiction of the courts in and for the State of Illinois for any actions arising out of or relating to this Sponsorship Agreement. In the event we cannot, in good faith, arrive at a resolution of any dispute, then any controversy or claim arising out of or relating to your sponsorship shall be settled by arbitration in accordance with the Commercial Arbitration Rules of the American Arbitration Association, and judgment upon the award rendered by the Arbitrator(s) may be entered of record in any court having proper jurisdiction. The locale of the arbitration shall be Rockford, Illinois. If Rockford Area Pride Committee is required to give testimony through its agents, executives, and/or other employees or volunteers, or if Rockford Area Pride Committee is required to produce documents or provide other discovery or testimony concerning your sponsorship of the event, you agree to pay the time and expenses incurred by the same in responding to such requests for testimony or other discovery.

NOTICE: This agreement contains provisions requiring arbitration of disputes. Before you sign this agreement you should consider consulting with a lawyer about the advisability of making an agreement with mandatory arbitration requirements. Arbitration proceedings are ways to resolve disputes without use of the court system. By entering into agreements that require arbitration as the way to resolve fee disputes, you give up (waive) your right to go to court to resolve those disputes by a judge or jury. These are important rights that should not be given up without careful consideration.

Acceptance and Assignment: This Sponsorship Agreement may be executed in multiple counterparts, each of which will be considered an original and all or any one of which constitute one and the same agreement. Facsimile or email copies will be treated as originals for these purposes. This Sponsorship Agreement is personal to the parties and neither party may assign it without the prior written consent of the other party.