

Pagan Pride Day 2017 Non-Profit Booth Information

Opportunities for Non-Profit Organizations

Hello ~

We invite you to join us for the 2017 Albuquerque Pagan Pride Day!

Pagan Pride Day (PPD) is about education, networking, and outreach within the pagan community and also to the general public. Albuquerque PPD is one some 200 Pagan Pride events being held worldwide during the harvest season, with the goal of community service, education and the celebration of Pagan beliefs (www.paganpride.org). Albuquerque PPD will be held from 9:00am to 5:00pm on Saturday, September 24 at Bataan Park, just west of Carlisle on Lomas Boulevard. We will feature workshops, altar contest, a corner especially for kids, and a live-performance area in addition to merchant sales and non-profit information booths. Our main focus is the Harvest Food Drive—a large part of our community-service efforts. The cost of admission for the public is at least one non-perishable food item per person, which goes to and supports the First Unitarian Church's Food Pantry here in Albuquerque. In 2016 we gathered over 1,200lbs of food for the Food Pantry, the largest single donation they have ever received. This event has grown to over 150 participants, and draws crowds of over 600 people. Our costs are covered by merchant fees, sponsorship, advertising, raffles, and cash donations from those who share and support our goals. This may be the perfect opportunity for your non-profit organization to network into the community.

Any group either directly involved with paganism or that is pagan-friendly is encouraged to participate as a resource for the community. Our committee's goal is to offer opportunities to local non-profit groups to have a presence at PPD, at any level. If you would like more information on our event, please check out our website: www.albuquerquepaganpride.org.

We recognize that individual groups have diverse ideas about what information is appropriate to share publicly, so we invite you to share your path to the extent you feel comfortable.

We would also be delighted if you would like to teach a workshop or lead a discussion about some aspect of paganism or your particular path. We prefer each workshop to be about 45 minutes long, and we are always looking for beginning-type subjects about varied traditions.

If your group is not interested in outreach or education, you can still take part by creating an optional harvest-themed altar or seasonal display at your booth, if you choose. Like last year, we will be having "People's Choice" awards for the three altars/displays that receive the most votes from the public. Your group may opt in or out of the Altar Contest.

You may contact Raven Reed Starr, our Non-profit booth Coordinator, at ravenreed@gmail.com if you have any questions. If you would like to have a booth at PPD, please fill out the enclosed Booth Application form and return it to Raven no later than August 31.

We look forward to seeing you on September 24th!

PPD 2017 Non-Profit Booth Application

As a Non-Profit (NP) Organization, you are cordially invited to be part of the 17th Annual Albuquerque Pagan Pride Day. PPD is a religious celebration of the wide diversity of beliefs and practices found among contemporary pagans. For this reason, we ask that all participating Non-Profit organizations be quite pagan friendly, if not specifically pagan.

We will arrange for a space, free of charge, to your Non-Profit group. You will need to provide your own 10' x 10' sun-shade canopy, tables, booth decorations, and chairs for your volunteers, along with items for your altar, should you choose to display one. An entry "fee" of 1 food item per person applies to NP booth volunteers, just as it does to the public and merchants.

We ask that you join us in networking with and welcoming folks interested in paganism by participating in the Scavenger Hunt (organized by the PPD staff) by providing 5 questions and answers about your particular path (or paganism in general) that the volunteers at your booth will be able to answer. We will be using these questions to help the public become better acquainted with the diverse groups that comprise our pagan community. The Scavenger Hunters (PPD attendees) will travel around to all the Non-Profit booths to get the questions answered, guided by hints on the list. All Hunters will get a prize (provided by PPD) for completing the rounds. Directing a Workshop is optional. In addition, we offer Sponsorship and Advertising opportunities within this application.

To apply for a booth at PPD 2017, please complete the information below and return to Raven Reed Starr via email at ravenreed@gmail.com.

APPLICATION DEADLINE: Received by August 31, 2017

Non-Profit Name: _____

Contact Name: _____ Title: _____

Address: _____ Zip: _____

Phone: _____ Email: _____

Website Address: _____

Booth Layout # _____ Booth Map # _____ (this will be assigned to you in September)

Brief description of your group/tradition/mission statement:

PPD Non-Profit Organization Options:

Will have altar display: YES NO Will be in Altar Contest: YES NO

Will offer Workshop: YES NO If yes, name subject: _____

We request that you participate in the Scavenger Hunt. Each booth will have five questions, and the participant Hunters (members of the public) will be guided to your booth to get your question answered. There will be prizes for those Hunters who participate!

Please give us five short pagan-related trivia questions and answers. If you group has a specific tradition of any kind, questions exclusive to that tradition are fine; examples might include questions like "What is Asatru?" "Why is a chalice used?" "What is the Harvest Festival (or some other Sabbat) meaning?" Raven will be happy to assist you with formulating your questions and answers, if you would like help.

Question 1: _____

Answer: _____

Question 2: _____

Answer: _____

Question 3: _____

Answer: _____

Question 4: _____

Answer: _____

Question 5: _____

Answer: _____

The City of Albuquerque requires each booth to use non-flammable decorations, and conform to the booth-layout plan you choose from those displayed on our website. Smoking is not allowed inside the booths and each booth is required to display a No Smoking sign. Set-up time is from 6am to 8:30am; a map will be provided to you for your specific assigned location. Tear-down is any time after 5pm.

Please remember: we will provide one space, free of charge, to your Non-Profit group. You will provide your own 10' by 10' sun-shade canopy, tables, No Smoking sign, booth decorations, and chairs for your volunteers, along with items for your altar, should you choose to display one.

No stakes may be driven into the ground. Please bring water containers, sand bags or other materials to hold down your canopy. Your group is responsible for timely set-up and tear-down. Please use sun protection; it gets very warm in the NM sun!

Have **you** attended a PPD event before? (Circle one) YES / NO When? _____

Has **your group** participated in any PPD event before? (Circle one) YES / NO

If yes, please list the years and the location/s your group has participated:

I have read these Pagan Pride Day Non-Profit Guidelines and agree to abide by its requirements:

Signature _____

Print Legal Name _____

Sponsorship and Advertising Opportunities

If you are interested in becoming a Pagan Pride Day Sponsor, there are several choices available. Sponsors receive acknowledgement for their support as specified below. Please check the Sponsorship package that you would like, and include that page and your check with your Non-Profit Booth Application. For more information on how you can sponsor Albuquerque Pagan Pride, please contact the sponsorship coordinator Michelle Casella at m1cassella@aol.com. Thank you for supporting Pagan Pride Day. Blessed Be!

Sponsorship Opportunities

Take your Pagan Pride to the next level and be a sponsor of Albuquerque Pagan Pride Day!! Sponsors receive acknowledgement for their support as specified below.

Star Sapphire/Performing Arts \$400.00

Package includes a 10x10 booth, first choice of booth location (from available vendor spots), ½ page ad in the PPD Program, a 4' x 2' banner prominently placed in the Performance Area (which will feature many live entertainers and musicians), 5 live mentions of sponsorship throughout the event, name on the PPD flyer, and listing/link on PPD website. Banner requires two weeks' notice.

Gallery Gold/Patron of the Arts \$350.00

Package includes a 10x10 booth, second choice of booth location (from available vendor spots), ¼ page ad in the PPD Program, a 4' x 2' banner prominently placed in the Artisan Gallery (which will feature many forms of art created by local artists), 3 live mentions of sponsorship throughout the event, name on the PPD flyer, and listing/link on PPD website. Banner requires two weeks' notice.

Silver Fairy/Kid's Korner \$300.00

Package includes a 10x10 booth, third choice of booth location (from available vendor spots), 2"x2" ad in the PPD Program, a 3' x 2' banner prominently placed in the Kid's Korner (which will feature crafts, children workshops, parade), 2 live mentions of sponsorship throughout the event, and listing/link on PPD website. Banner requires two weeks' notice.

Royal Bronze/ \$250.00

Package includes a 10x10, ¼ page ad in the PPD Program, a 3' x 2' banner prominently placed by the Pagan Pride Booth (which will feature scavenger hunt, raffles, May Royalty games), 2 live mentions of sponsorship throughout the event, and listing/link on PPD website. Banner requires two weeks' notice.

Advertising Opportunities

Program Advertising

Have your name remembered with an eye-catching ad in the PPD program. You must provide camera-ready art for ad, includes a link on our website.

- ¼ page vertical ad \$20
- ¼ page horizontal (business card) ad \$20.00
- ½ page ad \$35.00
- full page ad \$75

Website Advertising

- Website listing/small ad/link on PPD supporters page with link to our page on your website \$25/year

Advertising specifications below:

Advertising Specifications

**Full Page Ad
5" wide x 8" long**

PDF & Design specs:

Grayscale ads: 300 ppi. All elements grayscale

No crop or registration marks. Every display must have a border.

Send PDF or .tiff by email to ramona.stipe@gmail.com

You will receive a confirmation via email.

**1/2 Page Ad
5" wide x 3.875" long**

**1/4 Page Vertical Ad
2.375" x 3.875"**

**1/4 Page Horizontal
(Business Card Ad
2.375" x 3.875"**