



WE'RE ALL IN THIS TOGETHER

JUNE 4, 2022



VENDOR PACKET

EVENT SUMMARY

Dallas's Teen Pride festival is an annual event that aims to create a fun, safe space for LGBTQIA+ teens to celebrate who they are, authentically. Partners and vendors offer opportunities to connect with resources and supportive community members who want youth to lead happy and successful lives. This year's theme, *We're All In This Together*, pays special tribute to the lives of youth lost to COVID-19, as well as to support trans youth in the face of continued exclusionary efforts in schools.

Event

Teen Pride: We're All in This Together

Date & Time

Saturday, June 4, 2022

11:30am-6:00pm

Location

Fair Park – Automotive Building





Dallas, Texas

Details

Show out and show your Pride at an all day celebration at Fair Park! Teen Pride is a space exclusively for LGBTQIA+ youth to celebrate their full selves in a safe and fun environment. Get into the music with a live DJ, cheer on local performers and musicians at the talent show, make something at arts and crafts tables, and get connected with local resources from local organizations and businesses.

Est. Attendance

25,000 LGBTQIA+ youth ages 13-19 and their allies

	Collectively, the LGBTQ buying power in the US is \$917 billion .*
	LGBTQ households spent an average of \$4,135 at retail stores, 7% more than non-LGBTQ consumers.**
	LGBT households make 10% more shopping trips in a year than the average U.S. household.***
	The average LGBTQ household net worth ranges from \$100K to \$499K , with two income producing individuals, no kids, the LGBTQ community has lots of discretionary income.

*Witek Communications 2015; **Nielsen 2015 LGBTQ Consumer Report; ***US Census Bureau, 2012 American Community Survey

FESTIVAL VENDOR OPPORTUNITIES

	Non-Profit Organizations	Local Businesses or Employee Resource Groups	National or Franchised Businesses
Outdoor Vendor 10'x10' space outside in the Esplanade. Includes 2 GA wristbands*	\$225	\$325	\$525
Indoor Vendor 10'x10' space inside the automotive building. Includes 2 GA wristbands*	\$225	\$350	\$550
Additional 10'x10" Vendor Space		\$150	
Additional GA wristbands		\$10 each	
Electricity - 20amp (standard 3 prong plug)		\$50	
Electricity - 50amp		\$125	
6' Table Rental		\$12 each	
8' Table Rental		\$15 each	
Chair Rental		\$5 each	

* Please note that everyone **must** wear wristbands to the festival.

PARADE VENDOR OPPORTUNITIES

	Non-Profit Organizations	Local Businesses or Employee Resource Groups	National or Franchised Businesses
Parade Space 50' of Parade Space	\$350	\$650	\$1,250
Additional 50' of Parade Space		\$200	
Throwing Fee*		\$200	

*Allows you to "throw" swag to parade attendees. Please see Parade rules for items allowed.



VENDOR APPLICATION

Business Name: _____ Industry: _____

Business Type: Non-Profit Organization Local Business/Employee Resource Group National or Franchised Business

Point of Contact Name: _____ Phone Number: _____

E-mail Address: _____

Vendor Type: Outdoor Festival (National or Franchised Business Only) Indoor Festival Parade

Space Additions: Additional Indoor Vendor Space Additional Parade Space Electricity (20 amp) Throwing Fee Electricity (50 amp)

Add-ons: _____ GA Wristbands _____ 6' Tables _____ 8' Tables _____ Folding Chairs

Social Media: Website Address: _____ IG Handle: _____ Twitter: _____ Facebook URL: _____

Event begins at 11:30 AM on June 4th, 2022, and ends at 6:00 PM on June 4, 2022. Booth setup begins at 07:30 am on June 4, 2022. Booths must be completed no later than 9:45 am on June 4, 2022. Vendors are responsible for setup and tear down of booths. Any vendors who have not paid in full by May 20th, will lose their space (no refunds/no rain checks will be given).

Signature: _____ Date: _____

Please scan and e-mail the completed form to info@rlc365.org no later than DATE.

