

PROGRAM ADVERTISING APPLICATION

Application Deadline: Sep. 15, 2008

Business Name: _____ Contact Person: _____

Mailing Address: Street _____

City _____ State: _____ ZIP Code: _____

Telephone: _____ - _____ - _____ E-mail: _____

Check your choice:	Size/Location	Dimensions (vert x horiz)	Price	-20% ⁽¹⁾
<input type="checkbox"/>	Outside Cover	8.5" x 5.5"	\$400	n/a
<input type="checkbox"/>	Inside Front Cover	8.5" x 5.5"	\$350	n/a
<input type="checkbox"/>	Inside Back Cover	8.5" x 5.5"	\$300	n/a
<input type="checkbox"/>	Full Page	8" x 5"	\$200	\$160
<input type="checkbox"/>	Half Page	3.9" x 5"	\$125	\$100
<input type="checkbox"/>	Quarter Page Vert.	3.9" x 2.4"	\$75	\$60
<input type="checkbox"/>	Quarter Page Horiz.	1.9" x 5"	\$75	\$60
<input type="checkbox"/>	Business Card Special	2.0" x 3.5"	\$60	\$48
<input type="checkbox"/>	Eighth Page	1.9" x 2.4"	\$50	\$40

(1) 20% discount for 501c3 nonprofit organizations

If you would like us to design a simple ad for you (one logo or image plus text), please add 50% to your ad price.

Total amount submitted: \$ _____

All prices are based upon camera-ready/electronic advertisements supplied by the advertiser. All artwork should be camera-ready. Preferred electronic formats are EPS, PDF, or high-resolution (300 dpi) TIFF or JPEG. CMYK color mode will yield the most accurate reproduction. Illustrator files should be flattened with all placed files embedded and text outlined. Submit cover ads with 1/8-inch bleed.

Please make your check or money order payable to The Sundance Association. Return the application, payment and ad copy or electronic file by Sep. 15, 2008 to:

Sundance Stompede 2008
2261 Market St., PMB 225
San Francisco, CA 94114

STATEMENT OF POLICY

All advertising is subject to approval of the publisher and subject to availability. All fees and payments are due with the delivery of advertisement copy, or by space deadline, whichever comes first. The publisher shall reimburse the full cost of any advertisement that is not published due to publisher's error. Cancellation or changes must be submitted in writing and may not be made by the advertiser after space deadlines. Position of advertising is at the discretion of the publisher. The advertiser is responsible for claims and facts presented for publication and will assume full responsibility for any false information.

I have read and agree to the terms and conditions stated within this contract.

Signed: _____ Date: _____

Print Name: _____ Title: _____

Business or Organization: _____

For questions, call The Sundance Association at 415-820-1403 or e-mail info@stompede.com



Sundance
STOMPED E
★ ★ ★ ★ ★

November 6–9, 2008
San Francisco, California



COMMUNITY PARTNER INFORMATION

DONATIONS
PROGRAM ADVERTISING
VENDORS
SPONSORSHIP

www.stompede.com

Brought to you by
The Sundance Association for Country-Western Dancing,
creators of San Francisco's famous Sundance Saloon

415-820-1403 • info@stompede.com

THE 2008 SUNDANCE STOMPEDE

The Sundance Stompede is an **extraordinary** country-western dance weekend for the gay/lesbian community, taking place November 6-9, 2008. The heart of the Sundance Stompede weekend is



Saturday night's **Hoedown 2008**, the LGBT community's annual gala country-western dance benefit, now in its eleventh year. The Sundance Stompede has grown from the seeds of the annual Hoedown event to become a full weekend of country-western dance activities, with a special focus on educational dance workshops, attracting hundreds of participants from all over the US, Canada and Europe.

The Sundance Stompede/Hoedown 2008 has earned a well-deserved reputation as a **grass-roots community event** of the highest order. Since 1997, each year this event has brought together dozens of volunteers, dozens of contributors and growing numbers of participants to **raise thousands of dollars** for charity (over \$20,000 in 2006). Local business participation is always high, a reflection of the **trusting partnership** we have developed with the business community.

The Sundance Stompede is a project of the Sundance Association for Country-Western Dancing, a 501c3 nonprofit organization promoting country-western dance for the LGBT community. Tax ID: 94-3336172.

BENEFICIARIES

The AIDS/Breast Cancer Emergency Fund

Providing emergency financial aid to low-income people living with AIDS, disabling HIV or breast cancer, for basic living needs such as rent, utilities, and medical expenses. Tax ID# 94-2922039. www.aidsemergencyfund.org

Magnet

Promotes the physical, mental and social well-being of gay men by providing sexual health and counseling services and on-going community activities that embrace the diversity of gay male culture. A project of the San Francisco AIDS Foundation, Tax ID# 94-2927405. www.magnetsf.org

SILENT AUCTION

The Silent Auction at Hoedown 2008 is our **greatest source of fund-raising** at the Sundance Stompede. Each year dozens of local businesses participate with their donations of merchandise and services to the Silent Auction, raising thousands of additional dollars for our charitable beneficiaries. **100% of the Silent Auction proceeds go directly to our beneficiaries.**

All businesses and individuals that donate to the event receive **ample recognition** for their generosity, including a nice display at the event with the business and/or name clearly identified, a listing in the program, and a grateful letter of acknowledgment.

The Silent Auction is a great way for you to show your caring commitment to our community.



PROGRAM ADVERTISING

You are invited to **place an ad in our program**. We are planning a press run of 1000 copies, some of which will be distributed in San Francisco locations in advance of the event. We are expecting several hundred participants who will receive the program and refer to it throughout the weekend. Many will be **visitors** from



out of town who will be looking for places to dine, shop and play, and many will be **locals** who may frequent your business again and again. This is a great way to support us while gaining direct positive exposure for you and your business!

The program will be professionally printed in **full color on glossy paper**. You can advertise with us for as little as \$50. Nonprofit organizations with 501c3 status may deduct 20% for selected ad categories. See the application on the reverse side for details.

Questions? 415-820-1403 or info@stompede.com

VENDOR INFORMATION

The Sundance Stompede features a vendor area at the host hotel, where most of the activities take place. Over the weekend, we expect hundreds to pass through the vendor area, giving you a great opportunity to sell merchandise or display information. The vendor area will be open 1-6pm Friday and 10am-4pm Saturday and Sunday during the dance workshops, and 8pm-12mn during the Friday night dance.



SPONSORSHIP

Support the Sundance Stompede and its charitable beneficiaries to the fullest extent by becoming a Stompede sponsor! Sponsorship of the Stompede demonstrates your community-based philanthropy in a way that generates very positive visibility for your business or organization. Your generosity will bring you recognition that will last well beyond the weekend.

COPPER SPONSORSHIP (\$250)

Listing as a Sponsor in the program, newsletters and website • Verbal acknowledgment throughout the weekend • ½ page color program ad

BRONZE SPONSORSHIP (\$500)

Add: Upgrade to full page color program ad • Flyer inclusion in registration packets

SILVER SPUR SPONSORSHIP (\$1000)

Add: Upgrade to full page inside cover program ad • Flyer inclusion in registration packets • Banner in the ballroom of the host hotel*

GOLD NUGGET SPONSORSHIP (\$2000)

Add: Upgrade to full page *back cover* program ad • Flyer inclusion in registration packets • Banner in the ballroom of the host hotel* • Vendor space at the host hotel • Special recognition throughout the event

PLATINUM SPONSORSHIP (\$5000)

Contact us to see what we can do for you!

*banner supplied by the sponsor