

PRIDEFEST
PRIDEFEST

2023 PRIDEFEST VENDOR TOOLKIT

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PRESENTED BY



CAPITAL CITY PRIDE
DES MOINES, IA

WELCOME TO THE DES MOINES 2023 CAPITAL CITY PRIDE

PRIDEFEST

Join us on Friday, Saturday, and Sunday, June 9-11, in Downtown Des Moines' East Village for the 44th Capital City Pride PrideFest.

Capital City Pride brings together members of the lesbian, gay, bisexual, transgender, and non-binary communities, and their friends, allies, and supporters. We do this by producing events that inspire, educate, commemorate, and celebrate our diverse community and culture with and for the greater Des Moines metro.

Our vision is to create a community where the presence and contributions of lesbian, gay, bisexual, transgender, and non-binary people are welcomed and celebrated; where intolerance is challenged and defeated; where justice prevails; and where the civil rights of all people are valued and respected.

Since 1979, Capital City Pride's PrideFest weekend has been sponsored by the LGBTQ+ community for our community, friends, families, and allies. The Des Moines pride festival is a celebration of our year-round work to promote diversity and inclusion through education, health, family, and community.

We are excited about our 44th Des Moines PrideFest celebration and would love to partner with top vendors and exhibitors like you. Come support the LGBTQ+ community, diversity, and inclusion! Vendor information can be found below, including vendor registration, classification, considerations, PrideFest weekend information, and prices.

● VENDOR CLASSIFICATION

Deposits are non-refundable. Selection of vendors and vendor placement is at the sole discretion of Capital City Pride. Vendors not conforming to their classification must be reviewed and approved at the discretion of Capital City Pride prior to registration. Additional fees may apply. Unregistered vendors will be asked to leave. Vendors must adhere to the mission statement of Capital City Pride in support of diversity and inclusion.

● FOOD VENDOR LOCATION

A food court area will be set up within the gates with limited seating available for the public. Vendor and merchandise booths will fill the remaining space.

● VENDOR CONSIDERATION

Vendors are classified into five groups: commercial, for-profit, political, nonprofit, and sponsor. Vendor packages vary.

NOTE: *Commercial is defined as anyone selling food or merchandise of any type.*

- **Commercial:** \$1500 for 10'x10'
- **For-profit (non sales):** \$1000 for 10'x10'
- **Political Campaign Booth:** \$500 for 10'x10'
- **Nonprofit:** \$250 for 10'x10'
- **Sponsors:** Dependent upon sponsor package

NOTE: *Additional vendor space can be purchased for \$250*

VENDOR INSTRUCTIONS

● REQUIREMENTS

Vendor participation requires adherence to all details set forth in this document including those details outlined under Consideration, Setup, and Operations. All vendors must have a certificate of insurance. Food vendors are required to contact the Polk County Health Department for a license, and it is your responsibility to ensure you are registered to be a food vendor. The Polk County Health Department is the final approval on requirements and details relating to food, cleanliness, and menu items.

FOOD, COMMERCIAL, AND NONPROFIT

Food vendors and other commercial vendors must submit all pricing prior to the festival with a display, at all times, of all items for sale with the associated price. Prices must be fixed. Vendors should discuss any preference of placement or special requirements prior to signing an agreement. No dumping into the city drainage system will be allowed including grease, cleaners, excess beverages, or food debris. Trailers and large vehicle vendors should be in place by 9 a.m. You will not be allowed to drive onto the festival grounds after 9:30 a.m. All vendors should be in place by 10:30 a.m. Smaller vendors should note they will need to carry all supplies in and out of festival space.

● SUPPLIED BY PRIDE FEST

Pride Fest will provide spaces measuring 10'x10' or as allowed based on vendor classification. Electrical access is available for sale but limited.

● SUPPLIED BY VENDORS

- Tents, trucks, tables, chairs, and supplies (including extension cords and power strips)
- Personal signage (registered with your form)
- Change/credit card processing equipment
- Two (2) garbage cans and bags for waste disposal

PARKING AND VEHICLE INFORMATION

Parking is available throughout the East Village; however, there is no reserved parking for this event. Vehicles will be allowed in the vendor area for setup and tear down during the festival weekend only. Outside of the designated load in and load out times, they must be parked elsewhere throughout the festival weekend.

ELECTRICITY

Electricity can be purchased for a \$250 connection fee. If you registered and paid for access to electricity, please ensure that you bring a 50- to 100-foot heavy-duty extension cord and duct tape to secure cords to the ground.

● CAPITAL CITY PRIDE SPONSORS

RAINBOW SPONSOR

One (1) 10'x 20' tent

DIAMOND SPONSOR

One (1) 10'x 20' tent

PLATINUM SPONSOR

One (1) 10'x 10' tent

GOLD SPONSOR

One (1) 10'x10' tent

SILVER SPONSOR

One (1) 10'x10' tent

BRONZE SPONSOR

No tent provided

SPONSORS TO SUPPLY THEIR OWN

- Tables and chairs (if needed)
- Equipment (including extension cords and power strips)
- Personal signage (registered with your form)
- Change/credit card processing equipment
- Two (2) garbage cans and bags for waste disposal (if needed)

VENDOR INSTRUCTIONS

● VENDOR OPERATIONS

Commercial vendors must operate between the hours of noon and 10 p.m. Late arrival and closing early are prohibited.

Non-commercial vendors (sponsors, nonprofits, political, and informative) must operate between the hours of noon and 5 p.m. Late arrival and closing early are prohibited.

Vendors may stay until midnight on Saturday, as attendance is typically high until midnight. The festival ends at 5 p.m. on Sunday.

Vendor participation requires adherence to all guidelines set forth in this document including those details outlined under Consideration, Setup, and Operations. All vendors will be required to provide a certificate of insurance. Food vendors are required to contact the Polk County Health Department for a license, and it is your responsibility to ensure you are registered to be a food vendor. The Polk County Health Department is the final word on requirements and details relating to food, cleanliness, and menu items. No dumping into the city drainage system will be allowed including grease, cleaners, excess beverages, or food. Vendor booth space is 10'x10' (except as otherwise depicted on the map).

IMPORTANT: Vendors are responsible for providing their own tents, tables, and chairs. PrideFest will provide and set up tents for sponsors at the Silver level and above, but they must provide their own tables and chairs. (See *Supplied by Vendors* section)

● QUESTIONS?

Email pridefest@capitalcitypride.org with any questions or concerns!

● VENDOR SCHEDULE

SETUP

Friday and Saturday, June 9 and 10

Vendor setup will begin at 9 a.m. on Friday, June 9 but there is an option to load in on Saturday, June 10 at 8 a.m. as well. Directions for entrance and exit of setup and teardown will be provided based on the zone you are assigned. Additional details will be provided at least 1-2 weeks prior to the festival weekend.

Vendor booth numbers will be labeled on the street in chalk. Please send a representative to check-in at the Pride information booth upon arrival (see map for location).

OVERNIGHT SECURITY

Friday and Saturday, June 9 and 10

There is added security at the event location overnight, but vendors are strongly encouraged to remove items of value from booths. Anything stolen is not the responsibility of the festival, it is the responsibility of the vendor.

Additionally, tents may remain at your space overnight, but vendors are also encouraged to monitor the weather to ensure that tents are secured and/or removed from your space if the weather becomes inclement. Although the roads are closed, sidewalks, East Village businesses, and other public areas are not, and the event is not fenced.

SETUP AND TEARDOWN

Sunday, June 11

Vendor setup will begin at 9 a.m. and tear down can begin at 5 p.m. following the conclusion of the event.