

Booth FAQ



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Sponsors

Learn about the costs and perks of sponsoring, as well as what info you need to provide to apply.

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Vendors

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All Booths

Logistical information for every booth, regardless of type.

Sponsors

How do I apply?

Visit our website at: www.salemcapitalpride.org/pride

How much does it cost?

There are two types of sponsorship, Corporate and Local, and each offer different tiers of perks depending on how much you choose to give.

How do I know if I am a Corporate or Local Sponsor?

Corporate Sponsors include large scale businesses/organizations and government entities. If you have multiple locations across the state/country, you fall into this category.

Local Sponsors are small businesses and organizations that exist solely in Salem. You may still qualify as a local sponsor if you are a specific branch or office of a larger organization, but only if we are advertising for your specific branch, not the organization at large.

If you are unsure which type you fall under, feel free to reach out to us at info@salemcapitalpride.org.

Perks By Tier	Silver Local: \$150 Corp: \$500	Gold Local: \$300 Corp: \$750	Platinum Local: \$600 Corp: \$1,000	Diamond Local: \$1,250 Corp: \$2,500	Title Local: \$2,500 Corp: \$5,000
Included on all Physical Advertising					x
Logo on Stage Banners			Small logo on side banners	Large logo on side banners	Large logo on side and main stage banners
Event Announcements	Mentioned during event	One 30 second announcement	Two 30 second announcements	Three 30 second announcements	Four 30 second announcements and invited on stage
Digital Advertising	On website	2 posts on social media	2 posts + ad in our newsletter	4 posts + ad in our newsletter	4 posts + ad in our newsletter + tagged on all PitP posts
Booth Space	x	x	x	x	x

Sponsors continued...

How do I pay for my sponsorship?

If you want to pay online, an electronic invoice will automatically be generated and sent to you at the end of the application process. If you would like to pay via check, make the payment out to Salem Capital Pride and mail it to: PO Box 243, Salem OR 97308.

Can I change my mind about having a booth after I apply?

Yes, if you apply for a sponsorship and later change your mind about whether or not you would like to have a booth at the event, let us know as soon as possible so we can make the appropriate arrangements.

What is included in my booth space?

All Vendors get a 10x10' space. If needed, we can provide you with a pop-up tent, a table, and two chairs.

You may be allocated additional space if you have extra vehicles or equipment as part of your booth set-up. Please include that information in the relevant portion of the application form.

What should I have ready when I apply?

We need the following information at time of application:

- Contact information (name, email address, phone number)
- Company Logo (prefer SVG file with a transparent background)
- Website/Social Media links
- Sales information for Sponsors with Sales (see Vendor FAQ below for additional requirements for Vendors)

Vendors

How do I apply?

Visit our website at: www.salemcapitalpride.org/pride

How much does it cost?

Vendor permits are \$60 for all vendors with sales. This fee covers the cost of the city permits which we will file on your behalf, with a small surcharge for CC processing fees and to offset costs for our limited fee waivers.

There may be additional fees for add-ons to booth space (see **What is included in my booth space?** section below)

What information do I need to prepare for the application?

For all sales vendors, we need the following:

- Contact information (name, email and mailing addresses, phone number)
- Social Media/website links
- Type of sales and brief goods/services description
- Any additional space, utilities, or services required by your set-up
- Answer to how you uplift the LGBTQ+ community

Food and Alcohol vendors will need the following, after application is accepted:

- Liability Insurance that meets [City of Salem Requirements](#)
 - Watch out for these common errors: not listing City of Salem, not having the required amount, putting the wrong dates of coverage.
- OLCC Special Event Service Permit
 - We will provide you with our event management plan that we submit to the OLCC and additional information about available food, security, etc.

What is included in my booth space?

Booth spaces are 10x10' with approximately 2' on all sides (4' total between each booth). Additional space may be available for an additional \$20 fee.

Tables and chairs are available for rent at \$10 per table and \$2 per chair. Additional pop-up tents are not available to rent.

The park has very limited access to power and water. If you are not a food vendor that requires power and/or water, we will likely be unable to provide it.

Vendors continued...

When will I hear about my application?

We will review applications once a month. Depending on when you apply, it may take us up to 30 days to respond.

If you have not satisfactorily answered any questions we may reach out for additional information, extending the time it takes to review your application.

How do I pay for my space?

After your application is complete and accepted we will send you a link to pay online. If you would prefer to pay via check, please let us know and mail a check for the amount of the invoice to PO Box 243, Salem OR 97308

What information should I include in my goods/services description?

Please make it as brief as possible. Limit your answer to a phrase or sentence.

What do you mean by “uplift the LGBTQ+ community”?

This can have a wide variety of answers:

- Are you yourself a member of the LGBTQ+ community?
- Do you sponsor or donate to queer events and causes?
- Do you testify at public hearings or go to rallies for LGBTQ+ rights?
- Do you hire diverse staff, especially the LGBTQ+ community?

I’m not sure if I’m considered a vendor...

Anyone who is accepting money in exchange for any goods or services is considered a vendor (including required “donations” e.g. a \$3 donation gets you a sticker, a \$20 donation gets you a shirt, etc.)

You are NOT considered a vendor for:

- Giving away items at no cost
- Accepting voluntary donations

Information Booths

How do I apply?

Visit our website at: www.salemcapitalpride.org/pride

How much does it cost?

Informational booths providing direct resources to specifically the LGBTQ+ community are free.

All other informational booths cost \$20. We have a limited number of fee waivers available for those experiencing economic hardship.

There may be additional fees for add-ons to booth space (see **What is included in my booth space?** section below)

What information do I need to prepare for the application?

For all sales we need the following:

- Contact information (name, mailing and email addresses, phone number)
- Social Media/website links
- Brief description of resources provided
- Answer to how you uplift the LGBTQ+ community

When will I hear about my application?

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Information Booths continued...

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I want to do a giveaway, do I have to be a vendor?

If you are giving items away or doing a raffle for prizes, but are not collecting any money, you do not need a vendor permit.

Can we collect donations for our organization?

If you are accepting voluntary donations with no promise of anything in return, that is allowed. If you are giving away items for free and also accepting voluntary donations, that is allowed.

If you are giving away items in exchange for a required “donation” you are a vendor and need a vending permit (e.g. a \$3 donation gets you a sticker, a \$20 donation gets you a shirt).

What is included in my booth space?

Booth spaces are 10x10' with approximately 2' on all sides (4' total between each booth).

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The park has very limited access to power and water. If you are not a food vendor that requires power and/or water, we will likely be unable to provide it.

All Booths

When do applications close?

Applications will close either when all spots are full, or 30 days before the event, whichever happens first.

When will I know if I will be at Pride in the Park?

No booth is finalized until you have been notified that you are accepted and all fees have been paid.

After being accepted and about a month before the event, you will receive a request for final confirmation. You will be required to respond to this email to confirm that you still plan on being at Pride in the Park. This is to account for anyone who registers but later drops out for another event.

What happens after I am accepted?

After you are accepted and all fees have been paid, you will not hear from us again until about a month before the event. We will send out a request for final confirmation that you will have to respond to, to confirm you are still attending.

Logistical information, such as park maps and booth placement, will come out about two weeks before the event.

A final logistical email, with set-up and tear-down instructions, arrival schedules, and any other last minute updates, will be sent out 3 days before the event.

Still have questions?
Email us at info@salemcapitalpride.org

