



In today's fast paced world, businesses expect results.

Your advertisement in the Official Sonoma County Pride Program will proclaim your presence, showcase your product, increase your brand visibility and create goodwill for your business in the LGBTQI community. The Official Program is distributed to all attendees as the reference resource for all information about schedules and exhibitors. This is a great way to end up "in the hands" of thousands of attendees. 8000 additional copies of the program will be distributed at key locations in Sonoma County and the North Bay, the Bay Area, and in the Sacramento area.

Sonoma County Pride 2010 drew about 2000 participants and we expect Sonoma County Pride 2011 to be even larger! Your business can have an immediate impact at the only event that reaches out to *all* members of the LGBTQI Community:

- Many of our attendees are purchasing decision-makers
- Increase your company's product/service visibility with all attendees
- Many attendees have noted that Sonoma County Pride Parade and Celebration is the LGBTQI event to attend – a can't miss!

By returning this form you are committing to the designated advertising opportunity and agree to the terms including deadlines and benefits provided therein. No cancellations will be accepted.

Payment Information

Checks should be made payable to: SoCo Pride Fund/Russian River Sisters. Mail your payment to: Russian River Sisters/Pride, P.O. Box 771, Guerneville, CA 954446. A 50% deposit must be submitted with this form. Balance due must be paid in full by May 1st, 2011.

Artwork Information: ARTWORK DEADLINE: APRIL 11, 2011

Save your artwork in CMYK as a PDF, JPEG, or TIFF at 300 dpi and forward it to:

sponsors@sonomacountypride.org Contact us if you are unable to design your own ad. You must add a bleed of .125" to the dimensions below since your artwork will be cropped.

- Full-page \$250: 8.5" h X 5.5" wide
- Half-page \$130: 4.25" h X 5.5" wide
- Quarter-page \$80: 4.25" h X 2.75" wide

Ad Size Selected: _____

Business Name/ Contact Person: _____

Mailing Address: _____

Email: _____ Telephone: _____

Signature: _____ Date: _____

Authorized Signature represents acceptance of terms as delineated in this material. This is a binding contract. All artwork is due by April 11, 2011. Thank you for Supporting Sonoma County Pride!