

**Letter of Agreement between One City One Pride Grant Applicant and Christopher Street West**

This letter of agreement, dated \_\_\_\_\_, between the **Artist(s)** \_\_\_\_\_ and the producer of the annual LA Pride Festival in West Hollywood, **Christopher Street West** (hereinafter referred to as "CSW"), 8687 Melrose Ave., Suite BM48, West Hollywood, CA 90069 is entered into for the purpose of setting forth the terms of the relationship between the ARTIST and CSW in connection with the use of a One City One Pride Grant to be applied for from the City of West Hollywood for June 2017 by the ARTIST. The grant is to be administered by the City of West Hollywood, and the project to be hosted as part of the LA Pride Festival which is organized and produced by CSW in the City of West Hollywood. This letter must be submitted by the ARTIST as part of any One City One Pride grant applications for projects intended to be presented as part of the LA Pride Festival scheduled for June 9 to June 12, 2017.

**Project Title:** \_\_\_\_\_

**Brief Project Description (60 words or less):**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**A. The Artist(s) agrees to:**

- 1) Obtain proper structural or engineering permit from the City of West Hollywood and submit proof of this to the City and CSW by March 15, 2017. This will usually require submission of two complete sets of plans and two sets of supporting documents to the City's Building and Safety Division, which when required by the State Business and Professions Code, shall be wet-stamped and signed by a California-licensed architect or registered engineer. All structures requiring calculations by a licensed engineer shall comply with the minimum design requirements of the ASCE 7-10 and 2013 California Building Code. (See attached City of West Hollywood Special Events/Building & Safety document for additional information on requirements.)
- 2) Provide CSW with a logistical outline of space and logistical needs (See Sponsorship Advance Agreement from prior year for a sample).
- 3) Use all the grant money exclusively on the contracted project within the contracted period, including for any necessary engineering or installation costs.

**B. CSW agrees to:**

- 1) Obtain the overarching Special Event permit on behalf of the ARTIST, provided the items listed under A.1. are submitted by the deadline of March 15, 2017.

- 2) Coordinate location within the LA Pride Festival and provide the ARTIST with load-in and load-out instructions.
- 3) Credit the City of West Hollywood through WeHo Arts and One City One Pride on all publicity, advertisements and acknowledgments related to the grant funded project.

This letter of agreement shall continue in force and be binding upon the parties hereto until such times as project is completed and presented as part of the 2017 LA Pride Festival organized by CSW.

**Accepted and Agreed:**

**Artist**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

Dated: \_\_\_\_\_

**Christopher Street West (CSW)**

Name & Position of signer for CSW:

\_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_

Dated: \_\_\_\_\_



# WEST HOLLYWOOD

8300 Santa Monica Boulevard West Hollywood, CA 90069-6216

**Building & Safety Division**

tel 323.848.6475 fax 323.848.6569

## SPECIAL EVENTS

The following information is required to obtain Building and Safety approval and permits for a Special Event in the City of West Hollywood. All events require approval from the Special Events Division prior to obtaining any permits:

Two complete sets of plans and two sets of supporting documents are required to be submitted and, when required by the State Business and Professions Code, shall be wet-stamped and signed by a California-licensed architect or registered engineer.

**ALL STRUCTURES REQUIRING CALCULATIONS BY A LICENSED ENGINEER SHALL COMPLY WITH THE MINIMUM DESIGN REQUIREMENTS OF THE ASCE 7-10 AND 2013 CALIFORNIA BUILDING CODE.**

### **TENTS<sup>1</sup>**

Tents structure greater than 120 sf. and less than or equal to 1000 sf. shall comply with the following:

- Provide site plan showing location of tent
- Fire Department approval is required
- Provide anchorage information for tent

Tent Structures over 1000 sf. or tents to be placed on top of structures (i.e. roof tops) shall require the following in addition to the items noted above:

- Structural drawings and calculations for tent structure
- Provide anchorage details and calculations to verify that structure can resist seismic/wind loads
- All plans, details, and calculations to be stamped and signed by a licensed Engineer

**NOTE:** Tents that are 120 sf. or less do not require building permits

### **STAGES & PLATFORMS**

- A Permit is required for temporary stages over 30" in height and structures used to cover pools. (Permits may also be required in other instances, please verify with Plan Check Engineer)
- Provide a site plan showing location of stage/platform
- Provide capacity loading information from manufacturer
- Fire Department approval is required

### **EQUIPMENT SUPPORT STRUCTURES**

- Provide site plans showing location of structure
- Fire Department approval is required
- Structural plans and calculations are required to determine adequacy of structure to support equipment and resist wind/seismic loads
- Provide anchorage details and calculations to verify that structure can resist seismic/wind loads
- All plans, details and calculations to be stamped and signed by licensed Engineer

### **GENERATORS**

- Provide site plan showing the location of generator(s)
- Electrical permit is required for all generators that have a distribution panel.
- Permit must be obtained by a Licensed Contractor or an authorized agent.

### **ALL OTHER STRUCTURES**

- Please see Plan Check Engineer for requirements for all other structures not listed above. Additional information may be required

<sup>1</sup> **SEE REVERSE SIDE FOR TENTS AND CANOPIES OVER 1000 SF.**

**\* PERMITS MAY ONLY BE OBTAINED BY A STATE LICENSED CONTRACTOR (OR AUTHORIZED AGENT) AND PROOF OF WORKER'S COMP. MUST BE PROVIDED.**

**\* AUTHORIZED AGENTS MUST PROVIDE A NOTARIZED LETTER AUTHORIZING THE INDIVIDUAL TO OBTAIN PERMITS ON BEHALF OF THE LICENSE HOLDER.**

**\* PLEASE ALLOW AMPLE TIME TO OBTAIN PERMITS. ALL SPECIAL EVENTS REQUIRE PLAN REVIEW BY A PLAN CHECK ENGINEER, AND INSPECTION BY A BUILDING INSPECTOR. PLAN CHECK ENGINEERS ARE AVAILABLE FROM 8AM TO 12PM DURING REGULAR CITY HALL BUSINESS HOURS.**



## FOR TENT CANOPY STRUCTURES GREATER THAN 1000SF

---

- Include square footage of tent structure(s) on plans and calculations.
  - Wind speed may be determined as indicated below:
    - 1) **ASCE 7-10:** Minimum 110 mph wind speed and load combinations provided within ASCE 7-10.
- OR**
- 2) **ANSI E1.21-2013:** PERMITTED FOR TENT STRUCTURES THAT ARE 3000 SF OR LESS ONLY.

If utilizing this method include the following information in design per the standard:

- a) Reduction in wind speed is permitted to be .75 times the basic wind speed of ASCE 7-10. No further reduction in wind speed is permitted.
- b) Provisions of section 3.5.2.5 for a reduced wind speed is not permitted.
- c) When utilizing wind load combinations of ASCE 7-10, wind loads shall not be multiplied by a factor less than 1.0. (Section 3.2.6)
- d) For all load combinations and stability calculations a minimum design safety factor of 1.5 shall be applied against overturning and sliding (Section 3.5.3.4).

Attn Grant Applicant: Please note that the 2016 Sponsorship Agreement is only provided as a sample so you know what may be expected from CSW/the producers of LA Pride. The terms and parameters may change for 2017.



**2016 LA PRIDE Music Festival & Parade in West Hollywood  
Sponsorship Advance**

**Welcome to LA PRIDE!** We appreciate your support of Christopher Street West and the LGBT community here in Los Angeles as we enter our 46<sup>th</sup> annual event.

It is our goal to ensure a smooth and successful experience for your brand as you activate at our event. The following pages outline your experience onsite and provide useful information regarding site procedures, festival operation and equipment and upgrade requests. Please be sure to review this document in its entirety and return to us completed with all necessary and required elements by **May 13, 2016**.

Please continue to liaise with our sponsorship team as we approach the event at [sponsorship@lapride.org](mailto:sponsorship@lapride.org), and know that our site operations team will be on hand to fully support your experience onsite.

Thank you again for supporting the LA PRIDE Music Festival & Parade in West Hollywood!

In PRIDE,

**Chris Classen**  
President, Board of Directors  
Christopher Street West Association, Inc.

**Jeff Consoletti**  
Festival Producer  
JJ|LA LLC

**PRODUCTION CONTACTS**

Sam Borelli	Sponsorship Consultant	<a href="mailto:Sam@SamBorelli.com">Sam@SamBorelli.com</a>	323-823-2274
Karan Sharma	Sponsorship Associate	<a href="mailto:sponsorship@lapride.org">sponsorship@lapride.org</a>	323-316-0391
Kevin Connell	Brand Scout	<a href="mailto:kevin@brand-scout.com">kevin@brand-scout.com</a>	323-605-2541
Jeff Consoletti	Festival Producer	<a href="mailto:jeff@jj-la.com">jeff@jj-la.com</a>	213-321-3771
Luke Przybylski	Festival Operations	<a href="mailto:luke@endlesssummerproductions.com">luke@endlesssummerproductions.com</a>	323-829-2274
Jake Strickland	Production Coordinator	<a href="mailto:jake@jj-la.com">jake@jj-la.com</a>	323-493-5899

**SPONSOR CONTACTS**

Sponsor Organization:

On Site Contact:	On Site Phone:
On Site Contact:	On Site Phone:
On Site Contact:	On Site Phone:
On Site Contact:	On Site Phone:
On Site Contact:	On Site Phone:

Sponsor Agency:

On Site Contact:	On Site Phone:
On Site Contact:	On Site Phone:
On Site Contact:	On Site Phone:
On Site Contact:	On Site Phone:
On Site Contact:	On Site Phone:

Attn Grant Applicant: Please note that the 2016 Sponsorship Agreement is only provided as a sample so you know what may be expected from CSW/the producers of LA Pride. The terms and parameters may change for 2017.

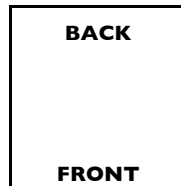


**TENTS & CANOPIES**

JJLA will supply all tents/canopies on site unless otherwise specified. Unless special arrangements have been made for a custom-branded display, all sponsors must occupy a canopy provided by production. No trailers, trucks, vans etc. will be permitted to vend or display information without prior authorization. If your booth or space is along the LA PRIDE Parade route, special arrangements will be made and this section does not apply to you.

Select One	Tenting or Space Request	Rate
	<b>10x10 Canopy</b>	included
	<b>10x20 Canopy</b>	included
	<b>20x20 Canopy</b>	included
	<b>I am bringing my own structure - describe below</b>	TBD
	<b>I have no structure, just need space - describe below</b>	TBD

**Would you like walls installed on your canopy?** If so, please mark with an X on the below square where walls should be installed.



In certain instances, we are able to provide an additional 10x10 canopy for on-site storage next to or near to your activation. There are limited storage canopies available. Please indicate if you are interested in adding on an additional canopy below:

INITIAL	Storage Canopy Add On	Rate
	<b>10x10 Canopy</b>	<b>\$650.00</b>

**NO TAPE** is permitted on the tent canvas. This reduces the water repellent coating on the canvas. String, wire, zip-ties, clamps etc. affixed to the tent pole framework are suggested. Please ask for help if you have a special request or situation where this suggestion will not work.

**If you are bringing your own structure, or activating a space without a canopy, please use the space below to describe your activation in detail. Please attach photos or renderings of your activation to this packet.** Structures, including custom tents, decking or amusements, must be permitted directly by the sponsor or sponsor agency and fall within building and safety guidelines established by the City of West Hollywood. It is the responsibility of all Sponsors to deal with and pay any additional fees (not included in this form) necessary to conduct their business. If a Sponsor is forced to close because of the lack of necessary permits and/or licenses, CSW will not be held liable and will NOT refund sponsorship fees or operations expenses.

For information on city policies and permit information, please visit:  
<http://www.weho.org/city-hall/city-departments/community-development/building-and-safety>

**Please use this space to describe any activation you are bringing and attach supporting documents and/or renderings:**

Attn Grant Applicant: Please note that the 2016 Sponsorship Agreement is only provided as a sample so you know what may be expected from CSW/the producers of LA Pride. The terms and parameters may change for 2017.



**JJ|LA can oversee site permitting on behalf of sponsors or sponsor agencies if requests and all required paperwork are received by May 6, 2016.** Please mark the below box to authorize JJ|LA to handle specialty structure/activation permitting with the City of West Hollywood on your behalf.

INITIAL	Permit Authorization	Rate
	<i>I authorize JJ LA to file permit paperwork with the City of West Hollywood on my behalf. I will work with JJ LA to provide all necessary paperwork to expedite permitting processes. I understand JJ LA is not responsible for renderings, plans or sketches particular to my activation and JJ LA only acts as the broker for permit approvals. I understand I will be responsible for City of West Hollywood permit fees <u>plus</u> the permit application service fee of \$725.00.</i>	<b>\$725.00</b>

**How long is your activation set-up time?** \_\_\_\_\_

**How long is your dismantle time?** \_\_\_\_\_

**How does your activation deliver?** Car/SUV \_\_\_\_\_ Utility Van \_\_\_\_\_ Box Truck \_\_\_\_\_ Trailer \_\_\_\_\_  
Other (please describe here):

**How many persons are on site for set-up?** \_\_\_\_\_ **For dismantle?** \_\_\_\_\_

**Do you require a water source?** No \_\_\_\_\_ Yes, Dedicated \_\_\_\_\_ Yes, Access Only \_\_\_\_\_

Please note water activations and use are subject to additional approval from production and are not guaranteed. Specialty water hook-ups may be subject to additional fees. Please remember there is a drought in California, water activations including dunk tanks and misting stations are generally discouraged. **Describe water use below:**

**Do you require heavy machinery?** (i.e. forklifts, reach lifts, scissor lifts etc.)

If your activation requires heavy machinery, JJ|LA production staff can plan to assist you with off-loading during your scheduled arrival/load-in time without an additional charge. Dedicated machinery can be ordered for you if sponsor or the sponsor agency can provide operator certification. Due to insurance parameters, sponsors are not permitted to bring in their own heavy machinery and must use machinery provided by production, even if the sponsor is operating the machinery directly.

INITIAL	Heavy Machinery Request	Rate
	<b>5K Warehouse Fork</b> (license required)	<b>\$480.00</b>
	<b>Reach Fork</b> (license required)	<b>\$1,020.00</b>
	<b>Scissor Lift</b> (no certification needed)	<b>\$720.00</b>
	<b>Palette Jack</b> (no certification needed)	<b>\$150.00</b>



**ELECTRICAL REQUIREMENTS**

Each booth/space is provided with a dedicated, standard 20 amps of power or 110 volts. Additional power upgrades can be arranged. Please make your selection below.

INITIAL	Electrical Requirements	Rate
	<b>20 amps, 110 volt (2000 watts)</b>	included
	<b>40 amps, 110 volt (4000 watts)</b>	<b>\$300.00</b>
	<b>60 amps, 110 volt (6000 watts)</b>	<b>\$500.00</b>
	<b>60 amps, 220 volt, single phase</b>	<b>\$650.00</b>
	<i>I have a special power order/request. Please call me.</i>	<b>TBD</b>

**SPECIAL ELECTRICAL NEEDS CANNOT BE GUARANTEED AFTER MAY 20<sup>th</sup>**

Production will make every effort to provide the requested special electrical service requested above. Special electrical service that is not pre-ordered and requested on site will be installed at overtime weekend electricians' rates, which are approximately double the rates quoted above. Additional requests made on site at the festival are not guaranteed. **PLEASE PLAN AHEAD.** In the event production does not or cannot provide electrical service in accordance with your request, CSW's only responsibility and/or liability shall be to refund fees for those electrical services not provided. **Please do not exceed the indicated amperage in your booth... WE WILL KNOW IT IS YOU!** All electrical appliances must conform to the **UNIFORM FIRE CODE OF LOS ANGELES COUNTY.**

**BOOTH LIGHTING**

Each booth is provided with a standard quartz light affixed to the top of the tent (this is a standard warehouse clamp light). Additional lighting upgrades can be provided if requested by May 13<sup>th</sup>. No lighting upgrades are available on site at the festival. You are permitted to bring your own lighting gear and equipment to enhance your display. We encourage you to do so! Please be sure to bring ample extension cords and power strips to ensure you can operate your booth accordingly.

INITIAL	Lighting Upgrades	Rate
	<b>Standard Quartz Light</b>	included
	<b>LED Uplights - 10x10 or 10x20 Tent</b>	<b>\$500.00</b>
	<b>LED Uplights - 20x20 Tent</b>	<b>\$1,050.00</b>
	<b>Pole Lights - cost for up to 2 lights/pole</b>	<b>\$700.00</b>
	<i>I have special lighting needs. Please call me.</i>	TBD

**BOOTH AUDIO & VISUAL**

JJLA can assist with audio and video enhancements for your booth if requests are received by May 20<sup>th</sup>.

INITIAL	A/V Upgrades	Rate
	<b>45-55" Flat Screen Plasma TV on stand</b>	<b>\$350.00</b>
	<b>65" Flat Screen Plasma TV on stand</b>	<b>\$500.00</b>
	<b>DVD Player</b>	<b>\$50.00</b>
	<i>I have a different A/V request. Please call me.</i>	TBD

Please note amplified sound from booths, including speaker stacks or DJs is not permitted unless prior authorization is approved by the Producer in advance of the event.





**BOOTH INTERNET**

Requests for dedicated hard line or password-protected WIFI must be made no later than May 13<sup>th</sup> and are limited in quantity. No Internet requests can be fulfilled on site at the festival. In the event production does not or cannot provide Internet service in accordance with your request, CSW's only responsibility and/or liability shall be to refund fees for those services not provided.

<b>INITIAL</b>	<b>Internet Requests</b>	<b>Rate</b>
	<b>Hard Wire Internet Drop</b>	<b>\$1,500.00</b>
	<b>Password Protected Wifi Connection</b>	<b>\$750.00</b>

**TABLES AND CHAIRS | FURNITURE UPGRADES**

Each Sponsor package comes with up to four tables and ten chairs as described. Table sizes can be mixed. Additional Tables and Chair are available for rent.

<b>Total Qty</b>	<b>Standard Tables &amp; Chairs</b>	<b>Rate</b>
	<b>6' Tables</b> <i>(not to exceed 4)</i>	included
	<b>8' Tables</b> <i>(not to exceed 4)</i>	included
	<b>Folding Chairs</b> <i>(not to exceed 10)</i>	included
	<b>Additional 6' Tables</b>	<b>\$25.00 each</b>
	<b>Additional 8' Tables</b>	<b>\$25.00 each</b>
	<b>Additional Chairs</b>	<b>\$15.00 each</b>

JJLA can work with you to provide additional booth and furniture enhancements. Prices listed below are estimates only and a custom package can be created with you based on marking your interest.

<b>INITIAL</b>	<b>Rental Upgrades</b>	<b>Rate</b>
	<b>Table Linens</b>	<b>\$55-\$85</b>
	<b>Astro Turf or Carpet</b> <i>(assorted colors available)</i>	<b>\$3-\$5/sq. ft.</b>
	<b>Tent Ceiling Swag/Draping</b> <i>(assorted colors available)</i>	<b>\$10/sq. ft.</b>
	<b>High Boy Tables / Seated Rounds</b>	<b>\$35 - \$55</b>
	<b>Lounge Furniture Groupings</b> <i>(assorted styles)</i>	<b>\$500-\$800</b>
	<b>Specialty Tables</b> <i>(communal tables, illuminated high boys etc.)</i>	<b>TBD</b>
	<b>Bar Stools / Specialty Chairs</b>	<b>TBD</b>
	<b>Picket Fence</b> <i>(4' segments)</i>	<b>\$30.00 each</b>
	<b>Bike Barricade</b> <i>(4' segments)</i>	<b>\$30.00 each</b>

Additionally, JJLA can help source additional booth upgrades or entertainment, from photo booths to game stations. Describe what you are looking for and we will schedule a consultation with you. We encourage all sponsors to create the most enticing and unique guest experiences.



## **EVENT INSURANCE REQUIREMENTS**

You must have liability insurance. Christopher Street West and the City of West Hollywood each require all sponsors to additionally insure their respective organizations. To assure compliance with these terms, we suggest you provide your insurance agent or insurance company a copy of these requirements.

### **CHRISTOPHER STREET WEST CERTIFICATE OF INSURANCE REQUIREMENTS**

**The Certificates of Insurance must be provided to Christopher Street West Association Inc. / LA PRIDE prior to load-in. No sponsor will be permitted onsite without complete insurance requirements.**

#### **1. Commercial General Liability Insurance**

Bodily Injury, Property Damage, Personal Injury and Advertising Injury, Contractual Liability, Products and Completed Operations Liability, Severability of Interest, permitting Cross Liability among insureds, provision stating that insurance is Primary and Non-contributing with any insurance carried by **Christopher Street West Association, Inc.** with limits at least:

**\$1,000,000 Combined Single Limit of Liability, each occurrence**

**\$2,000,000 Aggregate at this location**

**\$1,000,000 Products/Completed Operations**

**\$ 100,000 Premises Damage (Preferred)**

**\$ 50,000 Fire Legal Liability per fire (Acceptable)**

**\$ 10,000 Medical Expense**

#### **2. Property Insurance**

All Risk replacement coverage of Property used on the project

#### **3. Workers Compensation and Employers Liability Insurance**

Statutory Limits and terms required by your event state, \$1,000,000 Employers Liability Limit

#### **4. Business Automobile Insurance**

\$1,000,000 Combined Limit per accident covering all owned, non owned or hired/leased vehicles

**All insurance is to be with licensed insurers having a Best's rating of "A 10" or better and must include the following:**

- Waiver of Subrogation in favor of **Christopher Street West Association, Inc.**
- Provide that insurance is primary and not contributory to any insurance carried by **Christopher Street West Association, Inc.**

If this project requires erecting, setting up, building or otherwise providing: Sound, Lights, Staging, Bleachers or any configuration where people or property will be off the ground, the underlying policy cannot exclude the peril of Collapse.

**In the description area please state that "Collapse is a covered peril and not excluded."**

Additional Insured:

**Christopher Street West Association, Inc.** and their respective directors, officers, employees and agents

**JJLA LLC** and their respective directors, officers, employees and agents

Attn Grant Applicant: Please note that the 2016 Sponsorship Agreement is only provided as a sample so you know what may be expected from CSW/the producers of LA Pride. The terms and parameters may change for 2017.



Certificate Holder: **Christopher Street West Association, Inc.**  
**8687 Melrose Ave. Suite BM48**  
**West Hollywood, CA 90069**

**JJLA LLC**  
**1016 1/2 N Croft Ave.**  
**Los Angeles, CA 90069**

All Sponsors must submit a valid certificate of insurance with liability limits of at least **\$1,000,000**, coverage underwritten by an admitted carrier rated no less than B+ by A. M. Best's, **and name Christopher Street West and JJLA LLC as an additional insured.**

### **CITY INSURANCE REQUIREMENTS**

The City of West Hollywood has required Christopher Street West to have each Vendor/Service Provider/Exhibitor on site at the event providing any service or activating as part of the event to submit a Certificate of Insurance with proper policy endorsements to the **City of West Hollywood** evidencing the following coverages:

1. **Commercial General Liability Insurance** with limits of no less than \$1,000,000 per Occurrence/\$1,000,000 Aggregate naming City, its elected or appointed officers, officials, employees, agents, and volunteers as additional insured on a primary and non-contributory basis;
2. **Commercial Automobile Liability**, if applicable, with limits of no less than \$1,000,000 per Occurrence should any Vendor/Service Provider/Exhibitor utilize vehicles for the transportation of goods and equipment to event sites at any time;
3. **Evidence of Workers Compensation** coverage for any Vendor/Service Provider/Exhibitor who has employees providing a Waiver of Subrogation in favor of CITY.

**The Certificate of Insurance shall include the following reference:**

**2016 LA PRIDE Music Festival and Parade; Dates: Monday, June 6, 2016 through Wednesday, June 15, 2016**

The name and address for Additional Insured, Primary Non-Contributory & Waiver of Subrogation endorsements and Certificates of Insurance is:

**City of West Hollywood**  
**8300 Santa Monica Blvd.**  
**West Hollywood, CA 90069**

Attn Grant Applicant: Please note that the 2016 Sponsorship Agreement is only provided as a sample so you know what may be expected from CSW/the producers of LA Pride. The terms and parameters may change for 2017.



**SAFETY AND SECURITY**

LA Pride does provide overnight security once the festival grounds have closed and are secure but assumes no liability for your property or equipment. Sponsors must protect their items from adverse conditions i.e. water/moisture and wind from any source. Please keep in mind that this is a gated outdoor event held in a public park and on public streets.

LA PRIDE can arrange for dedicated security guards for your sponsorship activation or sponsors are permitted to hire their own dedicated security personnel. Requests for site security must be received by May 20<sup>th</sup>.

<b>INITIAL</b>	<b>Private Security Upgrades</b>	<b>Rate</b>
	<b>I Dedicated Security Guard - Festival Hours</b>	<b>\$300.00</b>
	<b>I Dedicated Security Guard - 24 Hours</b>	<b>\$750.00</b>
	<b>I am bringing my own security.</b>	<b>n/a</b>

**TRASH AND OBSTRUCTIONS**

All Sponsors must dispose of ALL trash in trash bins provided and specified on the festival site. Sponsors may not utilize standard festival trash containers for large disposal. Sponsor spaces left unclean beyond what is deemed reasonable, including but not limited to leaving trash, empty boxes or leftover products upon load-out will be in violation of trash disposal.

**VIOLATION OF TRASH DISPOSAL REQUIREMENTS WILL RESULT IN A \$500 PENALTY.**

During event hours, sponsor spaces and areas must remain clear and accessible in case of emergencies. Excessive trash, products or other obstacles need to be removed. Compliance is mandatory! Major violations will result in an event fine or may impact the operation of your activation on site.

Our general rule with regards to trash: everything you bring in must go out with you.

**EVENT STAFFING AND ENTRY PASSES**

All sponsors have received an allotted amount of event credentials/wristbands for access to the event. This document outlines the number of pre-event credentials that will be needed for set-up of your activation. A pre-event credential does not allow event access. All staff working your booth or activation must have an event wristband on for access in/out of the event.

This is a 3-Day Festival. Sponsors are required to keep their booths staffed and open, unless otherwise specified in writing by CSW or the Festival Producer, according to this schedule:

**Friday, June 10: 6PM – 12:00AM (event closes at 1AM)**  
**Saturday, June 11: 2PM – 12:00AM (event closes at 1AM)**  
**Sunday, June 12: 12PM – 10:00PM (event closes at 11PM)**

Additional event wristbands can be purchased by sponsors at our discounted, pre-sale rate:

<b>Quantity</b>	<b>Ticket Requests</b>	<b>Rate</b>
	<b>3-Day GA Wristband</b>	<b>\$50.00</b>
	<b>3-Day VIP Wristband</b>	<b>\$100.00</b>
	<b>Friday Only GA Wristband</b>	<b>\$20.00</b>
	<b>Single Day GA Wristband</b>	<b>\$30.00</b>
	<b>Single Day VIP Wristband</b>	<b>\$65.00</b>

This year’s event is also featuring private, VIP Cabanas with direct views of the Main Stage, available for parties of up to 10 people. If your group is interested in purchasing a table for one or multiple days, please inquire with the sponsorship team.

Attn Grant Applicant: Please note that the 2016 Sponsorship Agreement is only provided as a sample so you know what may be expected from CSW/the producers of LA Pride. The terms and parameters may change for 2017.



### **EVENT LOAD IN AND LOAD OUT PROCEDURES**

Each sponsor will receive a load-in time, depending on placement within the festival. The majority of event load in will occur on Friday, June 10<sup>th</sup> beginning at 6:00AM. The event opens at 6:00PM on Friday, June 10<sup>th</sup> and all vehicles and equipment needs to be clear from the site by 4:00PM. This will be strictly enforced. **Certain sponsors may receive load-in times earlier than Friday, June 10<sup>th</sup> depending on their location at the festival. This will be arranged with you directly.**

Every sponsor will receive an estimated load-in time with a drive-on pass for their vehicle. Your vehicle is only permitted access to the site during the time noted on your drive-on credential. **DO NOT ARRIVE EARLIER.** Your load in time is an estimated time based upon multiple safety factor and is not a guaranteed time to enter the site.

You may enter the site by foot during load-in hours at anytime with a pre-issued site working credential.

**VEHICLES:** Limit 1 vehicle per booth, regardless of size. No vehicles will be allowed on the festival site at anytime without prior approval. Approved vehicles must be removed from the festival grounds one hour prior to the festival opening each day (5PM Friday, 1PM Saturday, 11AM Sunday)

**SUNDAY NIGHT TEAR DOWN:** No vehicles will be permitted on the festival grounds until the grounds are cleared of all guests, which usually doesn't occur until after 12:00AM on Monday morning. All property must be removed from the festival grounds by 2:00 AM, Monday morning. We recommend hand carting or carrying your items off the festival grounds as much as possible. Vehicles will be scheduled for a load-out time similar to how load-in operation worked to ensure a safe, and orderly load-out procedure.

No sponsor or activation is permitted to shut down their activation and begin load-out until they are "checked out" of the event by JJLA's Festival Production Staff. This process will begin by 9:00PM on Sunday, June 12<sup>th</sup>. If your booth is closed prior to this time, your organization may be subject to an event fine.

**SPONSORS USING HEAT** and/or open flames **MUST** provide fans for smoke control, provide fireproof containers for disposal of ashes, provide one (1) visibly mounted fire extinguisher rated 10AB or greater, and have any fuel containers secured.

### **FOOD AND BEVERAGE SAMPLING**

**Due to our standing beverage contracts, sales of soft drinks, bottled water, coffee, tea, energy drinks, fruit beverages and alcoholic beverages is strictly prohibited.**

Unless you are specifically a sponsor in the food-service industries or have an activation agreement that includes food service, no live cooking or food preparation of any kind is permitted in any sponsor booth.

Due to LA County health code parameters, product or food sampling must be approved 30 days prior to the event.

Sponsors are permitted to bring in bottled water or coolers for their staff and convenience during festival operation, so long as these items arrive **PRIOR** to the event opening on Friday, June 10<sup>th</sup>. No food items or outside beverages are permitted to be carried in anytime after 6:00PM on Friday, June 10<sup>th</sup>. Ice is available for purchase from our concessionaire inside the festival throughout the weekend.

Sponsors are not permitted to consume alcoholic beverages while working or staffing their booths. Any signs of public intoxication or behavior that impairs the sponsor from operating their activation in accordance with their agreed upon space, will result in forfeiture of deposit payment and removal from the event.

Attn Grant Applicant: Please note that the 2016 Sponsorship Agreement is only provided as a sample so you know what may be expected from CSW/the producers of LA Pride. The terms and parameters may change for 2017.



The LA PRIDE Music Festival and Parade has a zero-tolerance policy for weapons, drugs or narcotics of any kind. Any sponsor found in possession of any of these items will be escorted from the event site and turned in to public safety officials.

### Terms and Conditions

Any Sponsor who fails to comply with **ANY** of the provisions outlined herein shall be subject to a minimum event fine of \$500.00. Any violation of the rules and regulations outlined herein will be grounds for revoking this license to occupy and CSW reserves the right to retain fees and deposits. CSW, JJLA LLC and/or Public Safety Officials reserves the right to suspend operation of a sponsor activation without cause, at any time, throughout festival pre-production, production and post-production. CSW, JJLA LLC and/or Public Safety Officials reserves the right to remove any person from the festival site, without cause, at any time, throughout festival pre-production, production and post-production. CSW reserves the right to refuse service to anyone. Christopher Street West reserves the right to refuse or revoke sponsor space at its own discretion.

**CHRISTOPHER STREET WEST (CSW)** presents the annual LA PRIDE Music Festival and Parade for the public as an educational and entertainment event and reserves all rights as promoters. Any reproduction, broadcast, or commercial use of any portion of the event, in whole or part, in any form, without the express written consent of CHRISTOPHER STREET WEST is strictly prohibited.

By submitting the attached application, you (hereinafter referred to as "SPONSOR") agree to comply with all of the provisions herein:

1. Pay your required sponsorship fee, in full, prior to your load-in time.
2. Provide CSW with a refundable \$500.00 security fee or credit authorization for loss or damages that will be returned within 30-days following the event.
3. Operate your activation completely in accordance with the Event Hours outlined in this document.
4. All business or other activity for which a Sponsor has rented space must be conducted in your designated area ONLY. No distribution or vending, of any kind, may be done by strolling through the festival lot unless previously agreed upon in your contract.
5. Sponsors must provide electrical cords, and other equipment necessary for their booth.
6. **DURING CLOSEOUT THE PUBLIC SAFETY IS A PRIORITY.** Sponsors will not be allowed to move their vehicles onto the festival grounds until the festival grounds have been cleared of guests.
7. It is the responsibility of all Sponsors to obtain permits and deal with and pay for any additional fees (not included in this application) necessary to conduct their business. If an Sponsor is forced to close because of the lack of necessary permits and/or licenses, CSW will not be held liable and will NOT refund application your deposit.
8. You must have liability insurance and provide insurance certificates as outlined in this document to CSW, JJLA LLC and The City of West Hollywood prior to your load-in time. Coverage must be underwritten by an admitted carrier rated no less than B+ by A. M. Best's.
9. In the event of litigation, costs and attorney fees to prevailing party.
10. This agreement is the final writing for your on site activation and supersedes any prior negotiations.
11. Any guarantees of exclusivity will be issued under separate agreement.
12. CSW reserves the sole right to sell spring water, carbonated beverages (soda and water) and alcohol.
13. CSW reserves the right to limit public display or exhibition of any forms of nudity (pictures, sculptures, paintings, video or printed material etc).
14. No subletting or sharing Sponsor spaces without prior written approval from CSW Exhibitor Relations.

Attn Grant Applicant: Please note that the 2016 Sponsorship Agreement is only provided as a sample so you know what may be expected from CSW/the producers of LA Pride. The terms and parameters may change for 2017.



Applicant understands that CHRISTOPHER STREET WEST (CSW) has legal possession and control of West Hollywood Park, located at 647 North San Vicente Blvd. as well as a portion of San Vicente Blvd. and the Pacific Design Center pursuant to an agreement with the City of West Hollywood. Applicant further understands, therefore, that the use granted by CSW hereunder is a LICENSE TO OCCUPY ONLY, and is not coupled with an interest in the property; that CSW retains the right to terminate this LICENSE TO OCCUPY at any time during the term of applicants use if, in CSW's sole determination: (1) Applicant is found to have falsified any of the statements contained in this application; (2) Applicant is found to have changed and/or added to the use described in this application; (3) Applicant creates a nuisance to CSW, its other licensees, or its guests; (4) Applicants use of the premises in any other way interferes with the orderly and successful conduct of the festival. Applicant understands that the purpose of the Lesbian, Gay, Bisexual and Transgender Pride Celebration is to celebrate Lesbian, Gay, Bisexual and Transgender Pride and agrees that he/she will do nothing to defeat this purpose during the term of this LICENSE TO OCCUPY. Applicant certifies that he/she has read this application in its entirety, understands the content, and will comply with all of its terms. Any applicant who fails to comply with ANY of the proceeding provisions shall be subject to forfeiture of their deposit and any resultant damage in any amount in excess of said deposit. Applicant further understands that any failure to comply with any terms may subject him/her to an early termination of this LICENSE TO OCCUPY. I/we have read & understand the terms and conditions above, and agree to follow them.

**Return ALL pages of this document in their entirety, complete with initials and signatures where necessary, to the CSW Sponsorship Team.**

Sponsor Organization: \_\_\_\_\_

Sponsor Printed Name: \_\_\_\_\_

Sponsor Title: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_

Date: \_\_\_\_\_