

Appendix



Developing your Festival Experience

Define your timelines and engagement

- + Think about your goals. Why do you want to be at Festival? How do you want to be perceived?
- + What resources are available for your use
- + What kind of experience do you want your employees or volunteers to have? What about your attendees?
- + How will you draw in attendees and celebrate Pride?

Think about collaboration

- + Consider how you might engage the Capital Pride teams in your planning. Perhaps teaming/collaborating with like-minded vendors/organizations.
- + Consider reaching out to a similar organization and join forces on a successful Festival.
- + New to exhibiting? Contact us to get connected to a senior level exhibitor.

Engage your employees/ volunteers/ executives

- + Email campaigns
- + Company Events
- + Lunch table marketing
- + Social media to promote Festival



Developing your Festival Experience

Pride Week(end)

- + Reminding your stakeholders/participants that it's coming soon!
- + Set a meeting time/place; or establish a schedule to arrive at Festival together
- + Select SPOCs (single point(s) of contact) to help attendees at Festival
- + Stay active on social media during Festival! Share, like, tweet about your space and the friends around you.

Post-Pride

- + Follow up with your stakeholders. Consider what went well, what could be, what they liked, how we can improve for next year
- + Follow up with your booth neighbors. How was their Festival experience? What ideas can you share that worked for you.



Festival Design Resources

Ace
Hardware

www.acehardware.com | 7 locations throughout DC; 1 location in Alexandria; Mention Capital Pride for 10% off your order

Hardware & Tools

Basecamp
DC

www.basecampdc.com | Conveniently located at 18th and T St, NW

Printing & Digital Design

Victory
Corps

www.victorycorps.com | Use promo code V18Pride for free shipping

Decorative Materials



Festival Transportation Resources

Zipcar

Rent convertibles, trucks, vans, and cars from this Pride friendly transportation alternative

Pedi Cabs

www.nationalpedicabs.com | Conveniently located at 18th and T St, NW

Union Station Parking Garage

\$75/day for large bus and van parking. Reservations at businfo@uspgllc.com