

# 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](http://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](http://www.basecampdc.com) | Conveniently located at 18<sup>th</sup> and T St, NW

Printing & Digital Design

Victory  
Corps

[www.victorycorps.com](http://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](http://www.nationalpedicabs.com) | Conveniently located at 18<sup>th</sup> and T St, NW

## Union Station Parking Garage

\$75/day for large bus and van parking. Reservations at [businfo@uspgllc.com](mailto:businfo@uspgllc.com)



# Vendor: GREEN Certification



All vendors are required to use earth-friendly packaging and bags (no plastic bags may be used). Failure to comply will result in a DC enforced fine on-site and/or removal from the Festival. NOTE: Styrofoam is also been banned for use in DC

Learn more here:

<https://www.capitalpride.org/about/sustainability-initiatives/>



# Exhibitor: GREEN Certification



## What's the benefit?

Use less, waste less, pay less! Tell Capital Pride how you're taking being more environmentally friendly at Festival, and receive a *Certified Green Vendor* poster to display at your booth. Take credit for "green" deeds and draw environmentally conscious festival patrons to your booth! Some steps may save you money, too.

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