



# Heritage of Pride, Inc.



Heritage of Pride, Inc., 154 Christopher St., #1D, New York, NY 10014 •  
Telephone: 212.80.PRIDE • Fax: 212.807.7436 • Web: <http://www.nycpride.org>

## 2012 March Pricing

Rate Type	Requirements	Early Bird (4/1 - 4/30)			Regular (5/1 - 6/4)		
		Marchers Only	Vehicle	Float	Marchers Only	Vehicle	Float
<b>Standard Rate</b> (Note #1,#2) (includes Corporate LGBT Groups)	None		\$2,000	\$4,000		\$3,600	\$7,000
<b>Discounted Non for Profit Rate</b> (Note #2)	<ul style="list-style-type: none"> <li>Must be non-for-profit organization</li> <li>Cannot be affiliated with a corporate sponsorship</li> </ul>	\$0	\$350	\$700	\$0	\$700	\$1,500
<b>Discounted Small Business Rate</b> (Note #2,#3)	<ul style="list-style-type: none"> <li>Must be a small business</li> <li>Cannot be affiliated with a corporate sponsorship</li> </ul>	\$350	\$750	\$1,500	\$550	\$1,200	\$2,400

### Notes

- If you are part of a corporate organization, corporate LGBT affinity group, or franchisee of a corporate organization please contact us at 212 807-7433 or [march@nycpride.org](mailto:march@nycpride.org) for more details prior to registration.
- Please note that any float/marching contingent with corporate logos/images not previously authorized or approved by NYC Pride will be subject to ejection from the March.
- Small Business Rate is designed for locally-based businesses such as bars, restaurants, stores, small theater groups and other business organizations without a corporate presence and/or multiple physical locations. NYC Pride reserves the right to make this determination.

For an additional \$1500 we can offer your group the following "NYC Pride March VIP" Package:

- Preferred March Placement in the Section of your choice (Pending Availability)
- Bottled water for your group prior to the March
- Discounts on Pride Guide and Lavender Line