

OFFICIAL MEDIA PARTNER



HOUSE OF VEGAS PRIDE

ARTISAN BOUTIQUE HOTEL
AUGUST 20 -22,2021





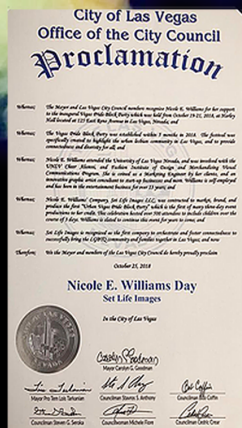
HOUSE OF VEGAS PRIDE

HERSTORY "The Founder"

Nicole Williams a marketing engineer who is nationally known for her agency Set Life Images that birthed the first Urban Pride Festival in 2018 three-day/six event in Vegas & resources for the LGBTQ Community. After only 4 months of planning the first festival, she received one of her most distinguished awards which was a Proclamation from the City of Las Vegas Mayor Carolyn G. Goodman, Declaring October 25th Set Life Images Day for bringing the "First Urban, Diverse and Heterosexual Pride Block Party of its kind to Las Vegas."

Vegas is Nicole's hometown although she graduated from the Fashion Institute of Design and Merchandising in Los Angeles she also studied and cheered at UNLV. She has over 15 years of experience producing and designing for some of the top corporations around the country.

She has received numerous awards, national recognition, and media news spotlights throughout her career for the work she has done within the Las Vegas Community



CALENDAR OF EVENTS

HOUSEOFVEGASPRIDE.ORG

HOUSE OF VEGAS
PRIDE
AUGUST 20 - 22, 2021



HOST HOTEL – ARTISAN BOUTIQUE

- Festival attendees can stay onsite
- Majority of events will take place inside the hotel

COMMUNITY FUNDRAISER EVENTS ALL DAY

- Non-Profits hosting themed fundraiser events throughout the day
- House of Beauty open for business (Hair & MUA)
- Wedding Ceremonies by hotel guests
- Small Business Pop-Up Shops
- Pool & lounge areas open throughout the day



MGM OFFICIAL OVERFLOW HOTEL & SPONSOR

FRI 8.20

OPEN HOUSE KICK-OFF PARTY

HOSTED BY CHICAGO URBAN PRIDE FT. TRINA TRULUV

HOUSE OF FANTASY & LACE

HOSTED BY FLUX POWERED BY IDENTITY & LOUD FT. REECEZ SEXTON

SAT. 8.21

HOUSE OF FASHION POOL PARTY & BRUNCH

A MARIO B. PRODUCTION & PERFORMANCE BY SAUCY SANTANA

THE PLAYHOUSE

HOSTED BY LAHH NEW YORK SIDNEY STARR & FT. CORE DJ SPARK

SUN. 8.22

HOUSE OF LOVE “COMMUNITY RESOURCE FAIR”

HOSTED BY REAL 103.9'S ANGELA CORTEZ & AIDS HEALTHCARE FOUNDATION

HOUSE OF SOUL “THE FINALE”

WILLIAM THE BADDEST PERFORMING LIVE & SPECIAL GUEST YB

SOUNDTRACK PROVIDED BY

**DJ KELLY J
DJ MOSCONE
DJ 2AM
DJ FIZZ**

OTHER FEATURED EVENTS
CHEF MIMI'S TRAP & COOK PRIDE EDITION
BLACK QUEER MEN DAY PARTY
CLYDE'S WORLD AFTER HOURS
MR. GRAND JEREMY'S TOPIC PARTY





COMMUNITY RESOURCE FAIR

HOSTED BY ANGELA CORTEZ FROM IHEART RADIO REAL 103.9FM

- Resources targeting the African American & Latino LGBTQ Community
- Venue located in the heart of the Historical Westside Las Vegas Community
- Entertainment, educational speakers, and activities for all ages
- FREE HIV/STD Testing provided by the Aids Healthcare Foundation

HEALTH & WELLNESS EDUCATION FOR ALL AGES 11:00AM-2:00PM



HOUSE OF VEGAS
PRIDE

AUGUST 20 -22,2021



LOCATION

DR. WILLIAM U. PEARSON CENTER
1625 West Carey - Las Vegas, NV 89106



PRIDE



OFFICIAL MEDIA PARTNER

- ADVERTISING MAY 24TH – AUG 21ST
- RUNNING COMMERCIALS IN 28 STATES
- ON-AIR CONTESTING TICKET GIVEAWAYS
- BANNER ADVERTISING ON IHEART WEBSITE
- SOCIAL MEDIA POSTS ON IHEART
- EMAIL BLASTS TO LISTENERS ABOUT HOVP
- ON-AIR INTERVIEWS TO PROMOTE COMMUNITY PARTNER BUSINESSES

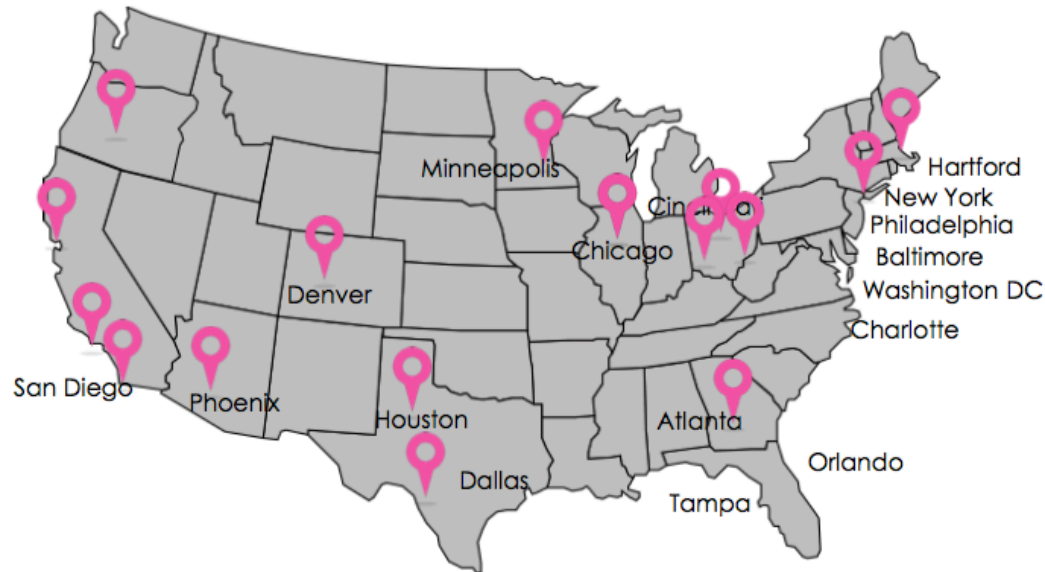


**CONTACT US ABOUT ADVERTISEMENT
EXPOSURE SPONSORSHIP PACKAGES**





**PRIDE RADIO FEATURED NATIONALLY ON THE IHEARTRADIO APP
+ SYNDICATED IN 28 DMAS ON HD SIGNALS**



Pride Radio is the 24-7 pulse of Gay America featuring dance music and top LGBT personalities. With a national footprint on the iHeartRadio app, Pride Radio is also featured in select markets on HD2. Pride Radio 200,000+ unique listeners monthly and features seven on-air personalities/influencers.



**CONTACT US ABOUT ADVERTISEMENT EXPOSURE SPONSORSHIP
PACKAGES START ANY TIME BETWEEN MAY 24TH – AUG 21ST**



PRIDE RADIO FEATURED SYNDICATED IN 28 DMAS ON HD SIGNALS

WKTU HD 103.5-2/New York, NY
KBIG HD 104.3-2/Los Angeles, CA
WKSC HD 103.5-2/Chicago, IL
KIOI HD 101.3-2/San Francisco, CA
KHKS HD 106.1-2/Dallas, TX
WIOQ HD 102.1-2/Philadelphia
KQBT HD 93.7-2/Houston, TX
WIHT HD 99.5-2/Washington, D.C.
WBWL HD 101.7-2/Boston, MA
WHYI HD 100.7-3/Miami, FL

WBZY HD 105.7-3/Atlanta, GA
KUBE HD 93.3-2/Seattle, WA
KDWB HD 101.3-3/Minneapolis*
KMXP HD 96.9-2/Phoenix
KHTS HD 93.3-2/San Diego, CA
WFLZ HD 93.3-2/Tampa, FL
KBCO HD 97.3-3/Denver, CO
WLKO HD 102.9-2/Charlotte, NC
WZFT HD 104.3-2/Baltimore, MD
KSLZ HD 107.7-2/St. Louis

KXJM HD 107.5-2/Portland
WKST HD 96.1-2/Pittsburg, PA
WXXL HD 106.7-2/Orlando, FL
KPEZ HD 102-3/Austin*
WHLK HD 106.5-2/Cleveland, OH
WXZX HD 105.7-2/Columbus, OH
WKFS HD 107.1-2/Cincinnati, OH
WKSS HD 95.7-2/Hartford, CT

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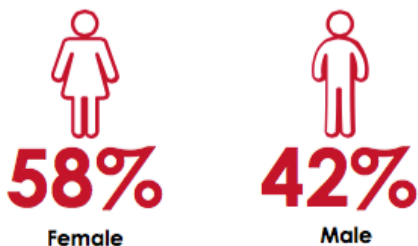


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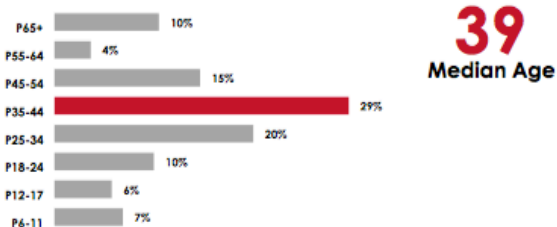
STATION SNAPSHOT REAL 103.9 - LAS VEGAS

KYMT-FM HD2 | Format: Hip Hop/R&B

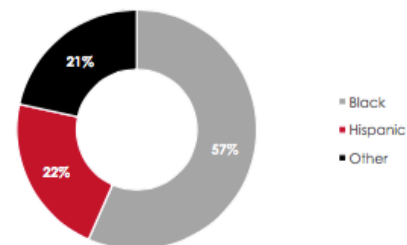
GENDER COMPOSITION



AGE COMPOSITION



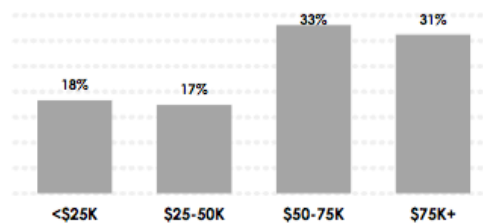
ETHNIC COMPOSITION



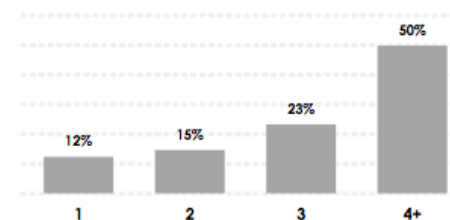
MONTHLY REACH



HOUSEHOLD INCOME PROFILE



PERSONS IN HOUSEHOLD



7

Source: Nielsen Audio/Act 1 4-Week Broadcast Reach, composition by AQH, Las Vegas Metro, Oct-Nov-Dec20; Omniture, internal data, JUN20, mobile figures do not include streaming on desktop/other platforms



**CONTACT US ABOUT ADVERTISEMENT EXPOSURE SPONSORSHIP
PACKAGES START ANY TIME BETWEEN MAY 24TH – AUG 21ST**

HOW DO WE DELIVER IHM AUDIENCE AMPLIFICATION?

INVENTORY

- Access to **900+ billion** impressions per month
- Reach **more than 90%** of the consumers in your **local area**
- **Programmatic** buying provides access to **name brand** sites, apps and **Big Data targeting** without hefty commitments
- Video ads are 100% **in-stream** (on desktop) and **non-skippable**



DATA



DEVICES



MEDIA FORMATS



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INSTAGRAM BLUE CHECKS COME TO OUR FESTIVAL TO SUPPORT

The first festival Nicole produced quickly went viral after completion in 2018. The social media frenzy began before launching details about the 2nd Urban Pride Festival in Las Vegas. The follower/engagement numbers skyrocketed overnight due to excitement for the next festival. People are always looking for an excuse to travel to the Sports & Entertainment Capital of the World.

Over the years, Nicole has continued to keep with her tradition with applying her southern hospitality heritage roots to ensure everyone from the sponsors, vendors, attendees, and the HOVP teams feel her welcoming family reunion type of energy the entire weekend.

DEMOGRAPHICS

- **Age** _____ • 21-45 (Millennial, Generation Y, and Generation X)
- **GENDER** _____ • ALL NON-CONFORMING IDENTITIES
- **RACE** _____ • AFRICAN-AMERICAN & LATINO AMERICAN
- **MARITAL STATUS** _____ • SINGLE
- **OCCUPATION** _____ • ENTERTAINMENT INDUSTRY, ENTRY-MID LEVEL
- **ANNUAL INCOME** _____ • \$50 - 75K
- **EDUCATION LEVEL** _____ • HIGH SCHOOL, TRADE SCHOOL, BA & MASTER'S DEGREE



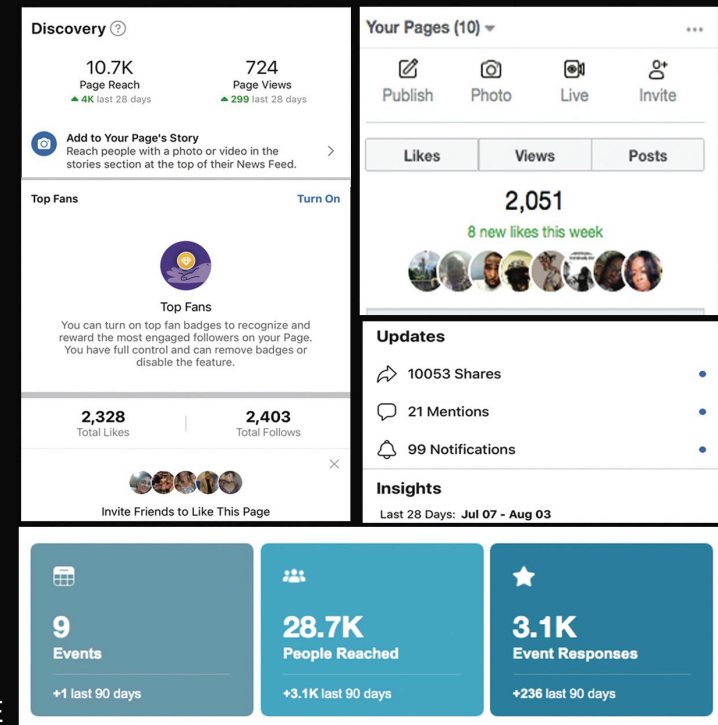
HOUSE OF VEGAS PRIDE
2130 FOLLOWERS & COUNTING



COLA577
FOUNDER OF HOVP IG

HOUSE OF VEGAS PRIDE

AUGUST 20 - 22, 2021



HOUSEOFVEGASPRIDE.ORG

Celebrity Attendees & IG Influencers

House of Vegas Pride is an upscale festival where Instagram blue check Celebrities feel comfortable attending for leisure & Social Media Influencers line up to promote willingly.



Jess Hilarious 5.4 Mil, Torrei Hart 683k, AZ Marie 130k, Boss Britt 75k
Apryl Jones 2.9 Mil, Kidathegreat 4.3 Mil, Siya 598k



Itsyabokandie 601k, Inkmonstarr 427k, James Wright 360k, Zairilla Bacon 34k, Auntie Hammy 364k
Giovanni_ Enrique 133k, Ad Diggs 79k, Melissa Scott 75k

MEDIA COVERAGE

In conjunction with the media covering all our events our organization has been called upon to help bring awareness to real life events that have affected the Black, Latinx, & Trans communities specifically over the years on our platform.





NATIONAL MARKETING & ADVERTISING

- We have established relationships with promoters & founders of Prides across the country
- We hire Social Media influencers that are popular in all communities to create diversity
- Vendors that participate come from all over the country that market & promote with excitement


HOUSE OF VEGAS
PRIDE
AUGUST 20 -22,2021

OUR URBAN PRIDE PARTNERS

We cross promote with other Urban Prides across the country to promote by word of mouth. Our community believes in supporting each other to help our Prides grow in our respective cities.



SAN FRANCISCO
PRIDE
URBAN STAGE EVENT COORDINATORS

ENDORSED BY LAS VEGAS

The Las Vegas Convention & Visitor Authority has sponsored offering all their advertising resources & outlets to market HOVP as an official Las Vegas Event.



2018-2020 PAST FESTIVAL COMMUNITY PARTNERS

PRESENTING SPONSOR THE AIDSHEALTHCARE FOUNDATION



ENTERTAINMENT SPONSORS



SPONSORS



VENDORS

HOOKAH SMOKES



COMMUNITY PARTNERS



SOCIAL INFLUENCE FOUNDATION
A 501c3 NON-PROFIT ORGANIZATION

ALL INQUIRIES CONTACT

Nicole Williams Phone: 702.782.7444

Email: info@socialinfluencefoundation.org



CONTACT US FOR CURRENT 2021 HOVP SPONSOR LIST

WE WELCOME YOU INTO THE HOUSE OF VEGAS 2021

The Artisan Boutique Hotel is the Official "House" Host Hotel. We have bought out the Artisan for 3 days! Boundless opportunities for you to be completely creative for your company. A few of the amenities on location are; a pool, indoor & outdoor lounges, patio areas, wedding chapel, gym, hair salon, and restaurant onsite. Please review event packages below.



HOUSE OF VEGAS

(\$20,000) 4 of 5 available

PRESENTING COMPANY

Take over the entire hotel for one main event with a Celebrity Host.

TRADITIONAL

- TV & Radio Interview mentions & commercials
- Marketing collateral logo placement on print, digital, banner
- Exclusive step and repeat entire weekend

SOCIAL MEDIA

- Social Media Advertising with Giveaways
- Exclusive Social Media Influencer Marketing your Main Event

CUSTOM

- Cross marketing during HOVP Tour
- Event Wristband logo placement
- Promotional videos logo placement
- Event recap photos/videos with logo placement & exclusive thank you

DISPLAY HOUSE 2

- Receive everything in package

HOUSE OF SOUL

(\$15,000)

HOST A NON-PROFIT FUNDRAISER

During the weekend various Non-Profits will have fundraisers for their organization. Support a Non-profit's cause by sponsoring their event. Contact for list of fundraisers.

TRADITIONAL

- TV & Radio Interview mentions & commercials
- Marketing collateral logo placement on print, digital, banner logo on step and repeat

SOCIAL MEDIA

- Social Media Advertising
- Social Media Influencer marketing your brand/company

CUSTOM

- Cross marketing during HOVP Tour
- Hotel signage placement
- Promotional videos logo placement
- Event recap photos/video with logo placement & thank you for sponsored event

DISPLAY HOUSE 2

- Receive everything in package

HOUSE OF GLASS

(\$10,000)

VIRTUAL FESTIVAL HOST

All weekend your company will be branded virtually to at home guests.

TRADITIONAL

- TV & Radio Interview mentions & commercials
- Marketing collateral logo placement on print, digital, banner logo placement on step and repeat

SOCIAL MEDIA

- Social Media Advertising
- Social Media Influencer marketing your brand/company

CUSTOM

- Cross marketing during HOVP Tour
- Hotel signage placement
- Virtual advertising placement
- Event recap video with logo placement & thank you for hosting

DISPLAY HOUSE 2

- Receive everything in package

Virtual tour of the
Artisan Hotel
available upon
request. We can
create a unique
package for your
company needs.
Contact Us
Today!



CELEBRITY ARTIST & HOST BUYOUT PACKAGES

Join in on the festival fun by hosting an official HOVP Event with one of the celebrity artist below. We have a series of pool parties, day parties, a fashion show, upscale night events and more happening all weekend! National advertising exposure from iHeart Pride Radio included.

Contact us to discuss a unique activation event for your brand!

Robert Bush Phone: 323.633.7310 Email: rbush@lordbushrandolph.com
SOCIAL INFLUENCE FOUNDATION – A 501c3 NON-PROFIT ORGANIZATION



COI LERAY



3.2 MIL FOLLOWERS

**BILLBOARD TOP 30 FOR 7 WEEKS
HOT SINGLES**

"NO MORE PARTIES" FT. LIL' DURK
"BIG PURR" FT. POOH SHIESTY



SAUCY SANTANA



1.2 MIL FOLLOWERS

**SOCIAL MEDIA INFLUENCER
RECORDING ARTIST**

EARNED 22 MILLION STREAM
IN LESS THAN A YEAR



NIECY NASH & JESSICA BETTS



2.75 MIL FOLLOWERS

EMMY & NAACP NOMINATIONS
ACTRESS, COMEDIAN, HOST
TELEVISION SERIES
RECORDING ARTIST



LANDON ROMANO



1.8 MIL FOLLOWERS

**SOCIAL MEDIA INFLUENCER
ACTOR & COMEDIAN**

FASHION POLICE (TV SERIES)
RAY JR'S RENT DUE (MOVIE)

WE INVITE YOU TO BE A COMMUNITY PARTNER!

ARTISAN BOUTIQUE HOTEL - LAS VEGAS, NV

We open our *House* to you. Contact us today to discuss a unique sponsorship package that will bring value to our community and your company. HOVP was featured on the cover of Las Vegas Pride Magazine June/July Issue!



INQUIRIES CONTACT

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SOCIAL INFLUENCE FOUNDATION – A 501c3 NON-PROFIT ORGANIZATION

HouseOfVegasPride.org