

Project Destination Pride Pride Ski 2019

20th Annual Travel Series

Washington, DC | Baltimore, MD |
Philadelphia, PA | Newark, NJ | New York, NY

Catskill Mountains, NY

February 14 - 18, 2019



**SPONSORSHIP
& ADVERTISEMENT
PACKAGE**

(04/21/18)

TABLE OF CONTENT

<u>Table of Contents</u>	2
<u>Advertisement Letter</u>	3
<u>History</u>	4
<u>Company Profile</u>	5
<u>Mission Statement</u>	5
<u>Annual Funding</u>	5
<u>Future Funding & Projects</u>	5
<u>Executive Staff</u>	5
<u>Company Organizational Chart</u>	6
<u>Structure</u>	6
<u>Event Details</u>	7
<u>Event Description</u>	7
<u>Event Dates</u>	7
<u>Host Hotel</u>	7
<u>Departure Points To/From Host Hotel</u>	7
<u>Primary Audience</u>	7
<u>Sponsorship Reach & Exposure</u>	7
<u>Demographics</u>	8
<u>Gender Breakdown</u>	8
<u>Racial Breakdown</u>	8
<u>Age</u>	8
<u>Education</u>	8
<u>Income</u>	8
<u>Overall Events Rating</u>	8
<u>Sponsorship & Advertisement Options</u>	9
<u>Customize Your Option</u>	10
<u>Description of Options</u>	10
<u>Application & Agreement</u>	11



April 21, 2018

Dear Potential Advertiser:

Would you like to buy into a MULTI-BILLION DOLLAR opportunity? Well, this is your chance to do so at a reasonable price by tapping into the buying power of two combined markets of the African-American community and the Lesbian, Gay, Bi-Sexual, and Transgender (LGBT) community. Become a part of Ebony Pyramid Entertainment (EPE) 20th Annual Travel Series event, Project Destination Pride: *Pride Ski 2019* from February 14 - 18, 2019. Maximize your business or organization by accessing our advertisement means or interact directly with our guests from across the country. The Pride Ski 2019 event will consist of a Pre-Ski event in Washington, DC, Philadelphia, PA, and New York, NY. The onsite event will take place at our host hotel, Honor's Haven Resort & Spa in Ellenville, NY, located in the Catskill Mountains.

If you choose to be a sponsor or promote your business and/or organization with us, you will be listed in our Official Program Guide filled with welcomes, activities, itineraries, entertainment information, and of course YOUR advertisement, which will be taken back to guests' homes throughout the United States. Our program guide will be published as a special edition of EPE's OPOL Magazine (Our Pride! Our Life! Magazine). This hardcopy and online magazine is an excellent tool to reach the African American, LGBT, and other consumers. OPOL will be given free of charge to all ski trip guests, as well as guests from the various departure points and published online for unlimited access. Online advertisements in the magazine will have the capability of linking to the advertiser's website or social media platforms. This further enhances your outreach.

In addition to purchasing advertisement in OPOL, you may also choose to have your product or promotional material placed in our event souvenir bags or purchase vending space at the event.

All advertisement and promotion space must be purchased by November 30, 2018. We hope you will accept the offer to be a part of our great event and take advantage of our promotional opportunities. Come share the excitement! Thank you.

With Pride,

DaJuan Patrick Xavier

DaJuan Patrick Xavier

President/CEO

Ebony Pyramid Entertainment

www.ebonypyramidusa.com

HISTORY

Ebony Pyramid Entertainment was founded in 1999 in Washington, DC by a veteran entertainer and businessman, DaJuan Patrick Xavier. Ebony Pyramid Entertainment (EPE) was established as a subsidiary of NEMO, Inc., a 35-year-old incorporated entertainment production company. EPE was formed to primarily serve the African-American and minority Lesbian, Gay, Bi-Sexual, and Transgender (LGBT) community's entertainment needs on a more mature and sophisticated level. In addition to providing quality service, EPE has dedicated and generated charitable funds for HIV/AIDS organizations, female health and welfare concerns, Gay and Lesbian outreach programs, and overall African-American wellness.

In its first year, EPE launched its event, "The Black Gay and Lesbian Pride: Caribbean Cruisin' – Bahamas." The vision of the event was to create a social and networking venue, similar to the Prides held in major cities, but in a cruise format. Although the description of the event stated "Black" and "LGBT" it did not mean that it was exclusively for those groups, but that everyone was invited to join and celebrate the Pride. This was proven true, as many guests brought their family members, friends, and children to the cruise event. By the fourth year of the cruise event, EPE hosted just over 500 guests. As the pioneer of the Black LGBT cruise group, EPE takes pride knowing it began a phenomenon that has launched others.

In 2012, EPE reorganized and the Caribbean Cruisin event was replaced by Project Destination Pride (PDP) to expand travel and destination possibilities, other than cruise. PDP includes land-based events in foreign countries, non-contiguous USA, and the always popular cruise. Combining the past Caribbean Cruisin' years along with PDP, it is referenced as the "EPE Travel Series" with events such as Pride Cruisin', Pride Ski, and the Pride Elite Travel Club.

In 2016, EPE assumed the production of the legendary February ski trip in New York. Dubbed as "Pride Ski" EPE hosted its first Pride Ski production in February 2018. In 2017, "Kiburi Strong" was created to focus on health and wellness prevention and education. The word Kiburi is Swahili for Pride. Kiburi Strong programs and campaigns will be featured during all EPE events hosted in its headquarter region of Metropolitan Washington, District of Columbia, throughout the United States, and abroad.

In addition to a world-class staff, another strength of the EPE events is its quality productions and first-class entertainers. EPE has had the privilege to have some of the top African-American LGBT performers, from across the country, as well as celebrity appearances.

Throughout the years, EPE has produced and sponsored other events such as pageants, talent showcases, traveling Pride receptions, and Bayou Fest 2005 – New Orleans, Louisiana. EPE had the honor to host Bayou Fest, months prior to the tragic and unforgettable levee breaks. EPE has also supported and sponsored various Black Pride events in DC, New York, Philadelphia, Houston, Los Angeles, Atlanta, Memphis, Dallas, and Chicago.

EPE charitable activities are managed through its independent division, the Just As I Am Foundation. This Foundation receives funds generated by EPE and provides philanthropic efforts to deserving LGBTQ youth programs, HIV/AIDS programs, and other minority health and wellness outreach programs.

We are Ebony Pyramid Entertainment, ***"Where You're The Main Attraction!"***

COMPANY PROFILE

Mission Statement

The mission of Ebony Pyramid Entertainment (EPE) is to produce and support quality entertainment and social events for the minority Lesbian, Bi-Sexual, Gay, Transgender, and Questioning (LGBTQ) community. Through these events, EPE will also build awareness, recognition, and fundraise for its community, health and wellness, and special interests throughout the United States and Caribbean countries.

Annual Funding

EPE annual operation budget comes primarily from individual that participates in its produced events. About 5 percent of EPE's budget comes from sponsorship and external entities.

Future Funding & Projects

Future income for EPE will be generated by new national projects such as The Just As I Am Awards, Pride Ski, OPOL Magazine, and an online retail store. EPE also plans to launch an active campaign to seek sponsorship for future projects.

Executive Staff

President/CEO - DaJuan Patrick Xavier, MBA

Mr. Xavier has over 30 years of experience with a background in radio, on-stage productions, public affairs, event planning, and as an entertainer. He also served in the US Armed Forces. Mr. Xavier has an MBA in International Management and Ph.D. studies in Political Science.

Sr. Vice President, Operations/COO – D.J. Jenkins

Mr. Jenkins has a background in retail and customer service management for a large national organization. He also served in the US Armed Forces. Mr. Jenkins has an educational background in customer service and business administration.

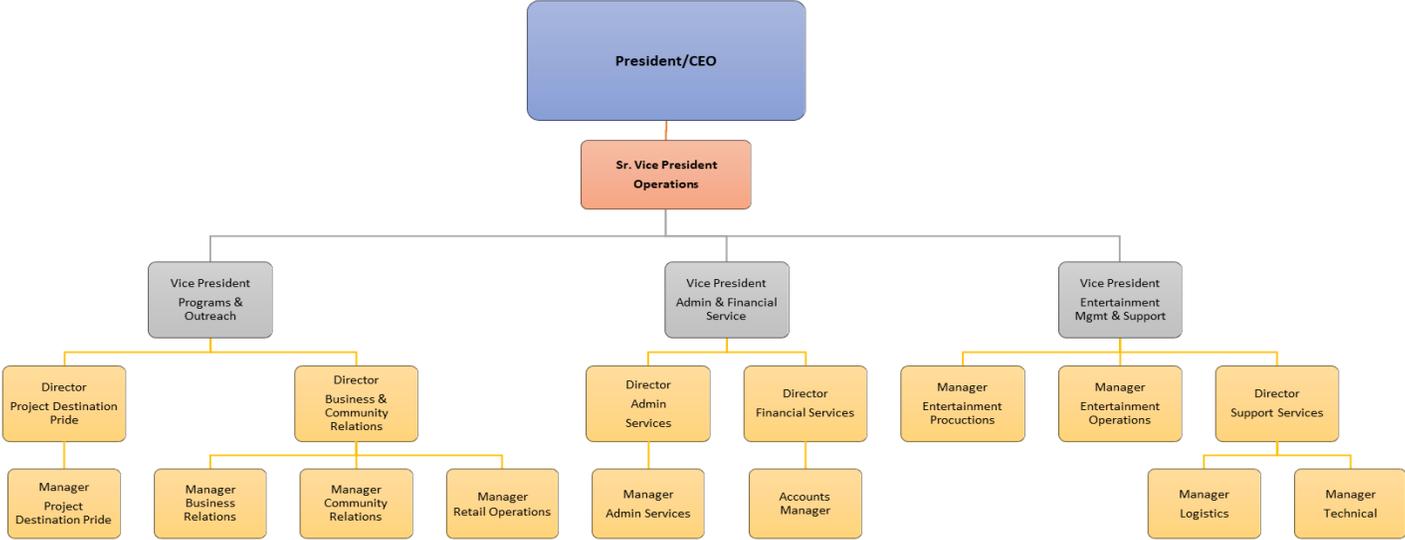
Vice President, Entertainment Management & Support Service Division – Rick Brown

Mr. Brown has a 30-year portfolio as a vocalist. He has been a cast member in several productions, produced entertainment production, and performed as a background vocalist for national recording artists. He is also a retired US Army Senior Non-Commissioned Officer. Mr. Brown has an educational background in medical administration and psychology.

Vice President, Administration and Financial Service Division – Valarie Gibson (Acting)

Ms. Washington has an extensive background in government and budgeting. She has also served on LGBT Pride and associations boards. Ms. Washington has an educational background in public administration.

COMPANY ORGANIZATIONAL CHART



STRUCTURE

DIVISIONS:

- Office of the President/CEO
- Programs & Outreach
- Administration & Financial Service
- Entertainment Management & Support Service

DEPARTMENTS:

- Project Destination Pride
- Business & Community Relations
- Administrative Services
- Financial Services
- Entertainment Management
- Support Services

INDEPENDENT DEPARTMENT

- Just As I Am Foundation

EVENT DETAILS

Event Description

Project Destination Pride – Pride Ski 2019 is a celebration of Ebony Pyramid Entertainment’s 20 years of providing quality entertainment, community support, and travel events for African-American and other minorities from the Lesbian, Gay, Bi-Sexual, and Transgender (LGBT) community. The ski event will host new and past event guests and entertainers. Guests will depart from select East Coast cities to the host hotel site in the Catskill Mountains of New York. The event will also feature productions and performances by the EPE Entertainment Cast. In addition to enjoying the slopes, EPE will also plan theme parties, local cultural excursions, private dinner events, pool parties, seminars, charitable fundraising, a gospel service, and game activities.

Event Dates

February 14 - 18, 2019 (Over the Presidents Day Holiday)

Host Hotel

Honor’s Haven Resort & Spa | 1195 Arrowhead Road | Ellenville, NY 12428

Departure Points To/From Host Hotel

Guest who reside outside the Departure Points must travel to one of the sites to catch the coach bus service. The Departure Points are:

- Washington, DC
- Baltimore, MD
- Philadelphia, PA
- Newark, NJ
- New York, NY

Primary Audience

EPE’s primary audiences are members of the minority LGBTQ communities, its family members and allies from across the United States, as well as participants from Europe and the Caribbean.

Advertisement Reach & Exposure

The reach and exposure of potential advertisers with EPE will exceed over 25,000 people. This will be achieved through OPOL Magazine, EPE’s website, promotional appearances, and links to the advertisers’ content.

DEMOGRAPHICS

Gender Breakdown

Male (60%)

Female (40%)

Racial Breakdown

African-American and Latino (96%)

Other (4%)

Age

18-24	4%
25-30	5%
31-35	20%
36-40	27%
41-45	29%
46+	15%

Education

High School	13%
AA/Some College	38%
Bachelors Degree	33%
Masters Degree/JD	14%
Ph.D./MD/DDS	2%

Income

0 - \$30K	8%
\$31K - \$50K	41%
\$51K - \$70K	27%
\$71K - \$80K	10%
\$81K - \$100K	6%
\$101K +	8%

Overall Events Rating

Outstanding	59%
Good	34%
Fair	7%
Poor	0%

(SOURCE: Past Surveys, Guests' Data, and Attendance Records)

SPONSORSHIP & ADVERTISEMENT OPTIONS

Platinum - \$3,000

- Logo on selected print material, advertisements, and email blasts
- Listing as Sponsor on EPE website (www.ebonypyramidusa.com) and hyperlink
- Logo on Step & Repeat Banner
- Full Page **Color** Advertisement in Official Program Booklet - Inside Covers (First Come)
- Vending Table Setup at Host Hotel (Friday, Saturday, and Sunday)
- Product/Promotional items placed in gift bags
- Complimentary: One (1) Standard/Executive Room (Not to exceed Double Occupancy)
- Access to President's Club Activities (Not to exceed two)

Gold - \$2,000

- Listing as Sponsor on EPE website (www.ebonypyramidusa.com) and hyperlink
- Full Page **Color** Advertisement in Official Program Booklet
- Vending Table Setup at Host Hotel (Friday, Saturday, and Sunday)
- Product/Promotional items placed in gift bags
- Complimentary: One (1) Double Occupancy credit for Standard Room (Other Guest Must Pay Full Rate)
- Access to President's Club Activities (Not to exceed two)

Silver - \$1,000

- Listing as Sponsor on EPE website (www.ebonypyramidusa.com) and hyperlink
- Half Page **Color** Advertisement in Official Program Booklet
- Vending Table Setup at Host Hotel (Friday, Saturday, and Sunday)
- Product/Promotional items placed in gift bags
- Complimentary: Two (2) 20% Discount Off Event Cost
- Access to President's Club Activities (Not to exceed one)

OPOL Magazine: Official Program Booklet

- \$225 - Full Page **Color** Advertisement in Official Program Booklet
- \$125 - Half Page **Color** Advertisement in Official Program Booklet

Vending Table: Pride Ski 2018 Host Hotel - \$300

- Vending Table setup at Host Hotel for entire weekend (Friday, Saturday, and Sunday)
- Individual Days may be purchased for \$125 per day

Flyer/Product Distribution - \$50

- Organization/Company's flyers and/or products placed in guests' souvenir bags

"EPE Shop" Product Consignment Sale: Pride Ski 2018 Host Hotel

- Cost - \$75 and 10% of sales (Must ship product to Host Hotel and pay cost for return of unsold products)
- Ship your product to EPE to sale for you at the Host Hotel (Friday, Saturday, and Sunday)

Promotional Partner

- MUST Be established business/organization at least 3 years, have a website, and/or 1,000+ social followers
- ALLOW: All access and free admission to your events (if admission is under \$40) for promotional activities
- ALLOW: Four exclusive emails to your list serve promoting Pride Ski
- ALLOW: Flyers placed in your facilities/events and make announcements for Pride Ski
- WILL RECEIVE: Listing as Promotional Partner on EPE website (www.ebonypyramidusa.com) and hyperlink
- WILL RECEIVE: Half Page **Color** Advertisement in Official Program Booklet
- WILL RECEIVE: Product/Promotional items placed in gift bags
- WILL RECEIVE: Two (2) 10% Discount Off Event Cost

CUSTOMIZE YOUR OPTION

EPE is eager to partner with you for our *Pride Ski 2018*. We are also happy to offer a customized advertisement package that may better suit your desired needs. To discuss further, email Ads@ebonypyramidonline.com or call 888-311-5392.

DESCRIPTION OF OPTIONS

Official Program Guide

The Official Program Guide will be a 5.5 x 8.5 Color Booklet. Ads must be camera ready and 300dpi, JPG (JPEG) or PDF HiRes files. Approximately 2,000 booklets will be printed. Email ad to Ads@ebonypyramidonline.com.

Exhibition Vending Table

The vending tables will be setup with one 6' table and two chairs. Additional items must be requested in writing and attached to this form. Vendors are responsible for their own products/services and will not hold Ebony Pyramid or the host hotel liable for any damage. Furthermore, Ebony Pyramid and the host hotel will not be held liable for any damage or injuries the Vendors' product or service may cause to any guests. By signing this agreement, the Vendor will waive their rights to hold Ebony Pyramid and the host hotel liable from any damages their product or actions may cause.

EPE Shop: Product Consignment

EPE will sale your product for you during the Pride Ski weekend event. This service saves a business from paying travel, lodging, and other related cost, providing more profit to the business. The cost of this service is \$75. Businesses must ship their product to the host hotel (by February 14, 2018), along with any sales banners or peripheral material. EPE will retain 10% of all sales of the product. Business must include materials (boxes and pre-paid shipping information) for remaining/unsold products to be shipped back to business. If return shipping material is not included, EPE will ship back the remaining/unsold products C.O.D. A check for products sold will be mailed to business within 15 days after the Pride Ski event.

Flyer/Product Distribution

In an effort to build a connection between your business or organization and our community, we would like to provide our guests with your promotional material. Because our guests will be on vacation, Ebony Pyramid Entertainment will place your materials in our souvenir bags, on the registration tables, and at our activities. We ask that no materials be given out during any official EPE activities, so we will not interrupt our guests' vacation. Allow us to promote you to our guests and take away your stress. Individuals distributing materials illegally will cause that/those individuals to be banned from all EPE activities, to include transportation to ski facility, excursions, and travel back to the original Departure Points. No refund or compensation will be provided to individuals that violate this rule. Business/Organizations are responsible for any products provided and will not hold Ebony Pyramid or the host hotel liable for any damage. Furthermore, Ebony Pyramid and the host hotel will not be held liable for any damage or injuries the Business/Organizations products may cause to any guests. By signing this agreement, the Business/Organization will waive their rights to hold Ebony Pyramid and the host hotel liable from any damages their products may cause.

Cancellation

A business or organization may cancel its advertisement, at any time. However, no funds will be returned to the business or organization. If EPE has already begun publishing the Program Guide, the ad will still run. Cancellations must be in writing. Once a vendor has canceled in the format specified, EPE reserves the right to re-sale the space. EPE reserves the right to refuse or cancel any business/organization or ads that may be deemed offensives or vulgar in any manner. If you are canceled or refused after submitting your application, you will receive a refund minus a \$25 processing fee.

For More Information

Ads@ebonypyramidonline.com or call Toll Free 888-311-5392

Completed Application

Signed application must be scanned and emailed to Ads@ebonypyramidonline.com. Payment must be received within 7 days after your application submission. MAKE PAYMENTS on the EPE website at www.EbonyPyramidUSA.com on the Pride Ski page.

APPLICATION & AGREEMENT

[Click Here For Online Application & Payment](#)

COMPANY/ORGANIZATION _____

CONTACT PERSON _____ TITLE _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

CONTACT PERSON PHONE NO. _____ ALT. _____

FACEBOOK _____

EMAIL ADDRESS _____

WEBSITE _____

SELECT YOUR OPTION

- PLATINUM SPONSOR
- GOLD SPONSOR
- SILVER SPONSOR
- PROMOTIONAL PARTNER
- FULL PAGE
- HALF PAGE

- FLYER/PRODUCT DISTRIBUTION
- EPE SHOP
- VENDING TABLE - ENTIRE EVENT
- VENDING TABLE - FRI ONLY
- VENDING TABLE - SAT ONLY
- VENDING TABLE - SUN ONLY

TYPE OF PRODUCT/SERVICE _____

DESCRIPTION OF YOUR PRODUCT/SERVICE _____

Authentication:

By signing below, I am agreeing, on behalf of my business/organization to the outlined items in this package.

Print Name & Title of Business Representative

Signature

Date