



AUGUST 16TH-18TH LAS VEGAS, NV

CELEBRATING 7 YEARS IN COMMUNITY



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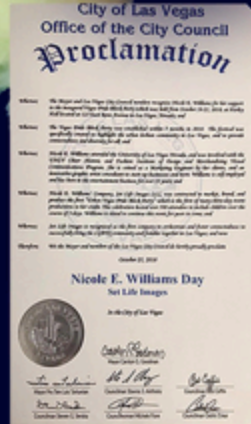


HOUSE OF VEGAS PRIDE Festival

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." To date, Nicole has 7 Proclamations for her festival. 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 and nationally.

Nicole has received 7 proclamations for House of Vegas Pride. Proclaiming an endorsement as the Official Summer Pride Festival for the City of Las Vegas. IN 2023, Nicole was awarded the 'Qmmunity Leadership Award that was presented by Silver State Equality during their annual PRIDE month luncheon. In June of 2024, Nicole will be featured in the 5th season of a Pride documentary that is based out of Canada that travels the world featuring Pride Festival organizers. She will be highlighted for her work she does in the community. This is the first time that a Black Pride will be featured.



2024 Board of Director
serving for InterPride
World Pride



SCHEDULED EVENTS

SATURDAY
08.10

HOUSE OF LOVE CAREER AND WELLNESS FAIR

OFFERING COMMUNITY RESOURCES & CAREER OPPORTUNITIES FROM EMPLOYERS FOR ADULTS & TEENS

FRIDAY
08.16

BASKETBALL TOURNAMENT & SIRS & SKIRTS WELCOME PARTY

FEATURING: THE LEAGUE VEGAS WOMEN BASKETBALL TOURNAMENT
AN EVENT FOR ALL GENDERS SEX POSITIVE EVENT

SATURDAY
08.17

BRUNCH & DAY PARTY & MEGA POOL PARTY

FEATURING GUEST DJ'S | DRAG PERFORMANCES | KARAOKE

SUNDAY
08.18

MUSIC CONFERENCE

FEATURING RED CARPET MEET & GREET, INDUSTRY PROFESSIONAL PANEL FOR ARTISTS, MODELS, CREATORS, MUSICIANS, PR, AND FILM MAKERS. THIS EVENT GIVES THE COMMUNITY AN OPPORTUNITY TO RECEIVE EXPOSURE THROUGH BEING FEATURED ON OUR SPOTIFY CHANNEL, GIVEAWAYS, AND NETORK ITH CURATORS ACTIVE IN THE ENTERTAINMENT INDUSTRY.

SUNDAY
08.18

HOUSE OF FREQUENCY MUSIC FESIVAL & LGBTQ+HONORS AWARD & LAST CALL AFTER PARTY

PERFORMANCES | DJ BATTLE | FASHION SHOW | AWARDS CEREMONY | VENDORS





FEATURED FESTIVAL EVENTS

The House of Vegas Pride Festival features many activations and events within the main events. Below are a few featured new and returning events that we would like to highlight that will be happening during the festival weekend. These events are some options for event title sponsorship. Contact us for more details.

**HOUSE OF LOVE
CAREER & RESOURCE FAIR**

APPLY FOR JOBS
EDUCATION RESOURCES
MENTAL HEALTH & HIV TESTING
MEDITATION CIRCLE SESSION & MORE



MGM RESORTS INTERNATIONAL

The image shows a booth for the House of Love Career & Resource Fair. A group of people, including staff and attendees, are standing behind a table. A large heart-shaped logo with the text 'HOUSE OF LOVE' is visible on the left. The MGM Resorts International logo is at the bottom.

**THE LEAGUE VEGAS
BASKETBALL TOURNAMENT**

WOMEN'S
TOURNAMENT
FEATURING TEAMS
FROM ALL OVER THE
COUNTRY. THE
LEAGUE VEGAS IS
A NEW CHAPTER.
THE FIRST CHAPTER
STARTED IN ATL
3 YEARS AGO.



The image shows a group of women in red basketball jerseys celebrating on a court. One woman is holding a trophy high in the air. The background shows a basketball court with spectators.

**SIRS & SKIRTS
FEATURING MALE PROGRAMMING**

A SEX POSITIVE EVENT FOR
MEN & WOMEN TO COME
AS THEY ARE TO
KICK-OFF THE HOVP
FESTIVAL WEEKEND



The image shows a man in a yellow hoodie and a woman in a black dress standing together. The background is a blurred outdoor setting.

**LGBTQ HONORS &
COMMUNITY AWARDS**

**HONORING BIG FREEDIA
QUEEN OF BOUNCE**

FEATURING MUSIC FESTIVAL, DJ BATTLE & FASHION SHOW



The image shows a group of people on a stage. A woman in a gold sequined jacket is in the foreground. Behind her are several people, some holding awards. The background features a large screen with a face graphic.

**HOUSE OF FREQUENCY
MUSIC CONFERENCE**

A WORKSHOP PRESENTED BY MUSIC INDUSTRY
PROFESSIONALS FOR PERFORMERS & ASPIRING ARTIST ATTENDING
HOVP FESTIVAL WEEKEND



The image shows a DJ performing on a stage. A large screen in the background displays a stylized face with a wide, open mouth. The scene is lit with vibrant, colorful lights.

**MUSIC CONFERENCE
PANELIST & INDUSTRY PROFESSIONALS**

FEATURING

RED CARPET MEET'N' GREET
CHANCE TO HAVE MUSIC FEATURED
ON OUR SPOTIFY CHANNEL
GIVEAWAYS
MUSIC, PRODUCTION, MODELS, & PR
& MORE!



The image shows a stage with a large screen displaying a red carpet scene. The text is overlaid on the image.



MARKETING & ADVERTISING

OUR TEAM IS COMPRISED OF LOCAL CONTRACTED EMPLOYEES AND ORGANIZATIONS WORKING TOGETHER TO BUILD THE FESTIVAL. OVER THE YEARS OUTSIDE OF TRADITIONAL MARKETING WORD OF MOUTH HAS CARRIED OUR NAME INTERNATIONALLY.

2024 TARGETED CITY MARKETS

- SWEET HEAT & MAGIC CITY FESTIVAL | MIAMI, FL
- NEW YORK PRIDE
- ENHERGY & PURE HEAT PRIDE | ATLANTA, GA
- LA BLACK PRIDE | LOS ANGELES, CA
- SUM OF US FESTIVAL | NORTHERN CA
- SAN DIEGO PRIDE
- SAN DIEGO BLACK PRIDE

HOVP IS A PROUD COMMUNITY PARTNER FOR PRIDE FESTIVALS ACROSS THE COUNTRY

SUPPORTING COMMUNITY PARTNERS, SOCIAL MEDIA INFLUENCERS
ONLINE DIGITAL ADVERTISING & CELEBRITY ENDORSEMENTS

OUR NATIONAL MARKETING CAMPAIGN IS POWERED
BY THE PEOPLE & COMMUNITY PARTNERS



MEDIA COVERAGE



LIVE to GIVE

PUBLICIST CONTACT

LETICIA APABLAZA
LETICIA@LIVETOGIVEGROUP.COM

THE HOUSE OF VEGAS PRIDE FESTIVAL RECEIVES MEDIA COVERAGE FROM ALL MEDIA OUTLETS. THIS INCREASES OUR REACH TO MILLIONS ACROSS THE COUNTRY & LAS VEGAS VALLEY.



CHANNEL 3
WITH DANE WAGNER
HOUSE OF LOVE JOB FAIR



CHANNEL 8- LV NOW
WITH ROQUI THEUS
HOVP VOGUE BALL



CHANNEL 13
LAS VEGAS AVIATORS
PRIDE NIGHT BASEBALL GAME



CHANNEL 8- LV NOW
2021 HOVP FESTIVAL
COVERAGE



FOX 5 LIVE
2022 HOUSE OF FASHION
SHOW INTERVIEW



CHANNEL 8
2021 HOUSE OF FASHION
SHOW INTERVIEW

FOX 5 LIVE



CHANNEL 8



NEW 3



MEDIA INTERVIEWS CAN BE FOUND ON WWW.SOCIALINFLUENCEFOUNDATION.ORG



ORGANIC & NATIONAL MARKETING

SOCIAL MEDIA MATTERS! OUR COMMUNITY FOLLOWS US RELIGIOUS THROUGH ALL OUR PLATFORMS INCLUDING OUR WEBSITE TO RECEIVE UPDATES ABOUT THE HOVP FESTIVAL. OUR FOLLOWERS LOOK TO OUR PLATFORMS TO STAY INFORMED ABOUT EVENTS LOCALLY AND NATIONALLY.

WE RELY ON THE DATA TO ENSURE WE ARE SPEAKING TO THE COMMUNITY THAT IS ENGAGING. OVER THE YEARS OUR PLATFORMS KEEPS GROWING WHILE REACHING NEW MARKETS THAT PROVIDE US INSIGHT ON WHERE TO ADVERTISE YEAR-ROUND

ATTENDEE NUMBERS

2018-2020 | 1750 ATTENDEES

2021 | MET CAPACITY OF 500 DUE TO COVID-19 RESTRICTIONS & 62 HOTEL ROOMS AT THE ARTISAN BOUTIQUE HOTEL

2022 | BUDGETED FOR 800 ATTENDEES DUE TO EARLY NEW YEAR COVID-19 RESTRICTIONS

2023 | OVER 4,000 PATRONS VISITED LAS VEGAS TO ATTEND HOVP EVENTS

DEMOGRAPHICS

ASIAN 2% BLACK 50% LATINO 20% NATIVE 2% CAUCASIAN 10%
MULTI-ETHNIC 10% OTHER 3% ETHNIC UNKNOWN 3%

DISABILITY 1% SEXUAL ORIENTATION GAY 85% HETERO 10% UNKNOWN 5%
FEMALE 70% MALE 15% TRANSGENDER 10% NON-CONFORMING 4%
GENDER UNKNOWN 2%



6287 FOLLOWERS
OVER 100K+ ENGAGEMENT
DURING PEAK FESTIVAL SEASON



OVER 160,000 MENTIONS IN 2023



2024 FESTIVAL HOSTS

AMBER'S CLOSET, MC RECKLESS, BOSS BRITT X DJ EXEL TASTE ENT, SAMMIE BLENDZ, & ARIANA DJ



FAMOUS ATTENDEES | INFLUENCERS | HOSTS | PERFORMERS



Jess Hilarious, Torrei Hart, AZ Marie, Momma Dee, Apryl Jones, Kidathegreat, Siya, Alani Taylor, Stevie Boi
Itsyaboikandie, Saucy Santana, James Wright, Zairilla Bacon, Melissa Scott, Just Brittany, Ms. Pooh, Sidney Starr, Alexis Branch





2024 CAREER FAIR & WELLNESS RESOURCE FAIR

2023 TITLE SPONSOR



MGM RESORTS
INTERNATIONAL®



500+ HIV & RAPID TESTING
2018-2023
DURING & AFTER FESTIVAL

100+ JOBS SECURED
2021-2023
DURING & AFTER FESTIVAL

50+ VENDORS
WELLNESS | EDUCATORS
EMPLOYERS | SMALL BUSINESSES

SATURDAY AUGUST 10TH 11AM-3PM

A COMMUNITY DAY OPEN TO ALL TO RECEIVE WELLNES RESOURCES.
AN OPPORTUNITY TO CONNECT WITH LAS VEGAS CITY EMPLOYERS &
HIGHER EDUCATION, FOR TEENS & ADULTS & HOLISTIC MEDITATION HOUR





LAS VEGAS
PRIDE

COMMUNITY PARTNER
OFFICIAL BIPOC ENTERTAINMENT PARTNER

SPONSORSHIP BONUS MENTIONS

BE A PART OF

LAS VEGAS PRIDE MAGAZINE ADS

HOVP FAMILY BINGO NIGHT IN AUGUST

COLLATERAL ON TABLING DURING PRIDE FESTIVAL



PROUDLY SERVING OUR 7TH YEAR IN COLLABORATION
INCLUSIVE BIPOC PROGRAMMING

FOUNDER NICOLE WILLIAMS IS THE URBAN CONTENT WRITER FOR LAS VEGAS PRIDE MAGAZINE PROVIDES TARGET MARKETING FOR THE BLACK/LATINX URBAN AFFAIRS BIPOC COMMUNITY HOST FOR URBAN ENTERTAINMENT DURING THE OCTOBER PRIDE FESTIVAL CURATE EVENTS TOGETHER ANNUALLY.



PAST FESTIVAL SPONSORS

SPONSOR PACKAGES CAN BE CUSTOMIZED

SOCIAL INFLUENCE FOUNDATION A 501C3 NON-PROFIT ORGANIZATION





WE INVITE TO BE A COMMUNITY PARTNER!
CELEBRATING AT VARIOUS VENUES AROUND THE CITY OF LAS VEGAS

CELEBRATE & HONOR THE LGBTQ
COMMUNITY FOR PIONEERING
CREATIVE CULTURE WITHIN POP CULTURE



CONTACT US
INFO@VEGASPRIDEHOUSE.COM
WWW.VEGASPRIDEHOUSE.COM
POWERED BY SOCIAL INFLUENCE FOUNDATION
501(C)3 NON-PROFIT ORGANIZATION