



AUGUST 16TH-18TH LAS VEGAS, NV

CELEBRATING 7 YEARS IN COMMUNITY



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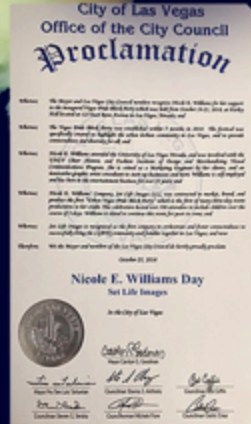


HOUSE OF VEGAS PRIDE Festival

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

A photograph of a booth for the House of Love Career & Resource Fair. Several people are standing behind a table with laptops and informational materials. A large heart-shaped logo with the text 'HOUSE OF LOVE' is visible in the background.

MGM RESORTS INTERNATIONAL

**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.

A photograph of a women's basketball team celebrating. They are wearing red jerseys and are cheering with their arms raised, holding a trophy.

**SIRS & SKIRTS
FEATURING MALE PROGRAMMING**

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

A photograph of a man wearing a yellow hoodie with a graphic and a black jacket, standing in an outdoor setting.

**LGBTQ HONORS &
COMMUNITY AWARDS**

**HONORING BIG FREEDIA
QUEEN OF BOUNCE**

FEATURING MUSIC FESTIVAL, DJ BATTLE & FASHION SHOW

A photograph of a group of people on a stage. In the foreground, a woman with long blonde hair is looking towards the camera. Behind her, several people are holding awards or trophies.

**HOUSE OF FREQUENCY
MUSIC CONFERENCE**

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

A photograph of a music conference stage. A large, colorful, abstract graphic of a face is projected on the screen behind the stage. People are visible on the stage and in the audience.

**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!

A photograph of a stage with a large, colorful, abstract graphic of a face, similar to the one in the House of Frequency Music Conference block.



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
- ENERGY & 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

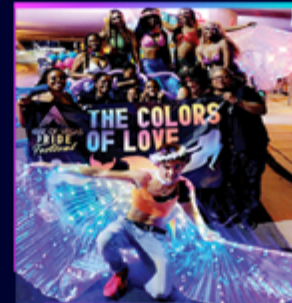
HOVP FAMILY BINGO NIGHT IN AUGUST

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





2024 SPONSORSHIP PACKAGES

The Gold, Silver and Bronze sponsorship packages are eligible for customizing to your brand. After selecting your package we will schedule a conference call to complete your sponsorship contribution for this year's 2024 festival.

**GOLD, SILVER, BRONZE
SPONSORSHIP CAN
CUSTOMIZE PACKAGE**

	GOLD	SILVER	BRONZE	DONATION	VENDOR
	\$20,000	\$10,000	\$7,500	\$5,000	\$1,000
Title Sponsor – Festival, Resource Fair, Basketball Tournament & Music Conference	■				
1 Event Title Sponsor & Table 3 Events	■	■			
Social Media Influencer	■	■			
Resource Fair & Festival Vendor	■		■	■	■
The League Vegas Basketball Tournament (June & August)	■		■	■	■
The No Homo Show YouTube Feature	■				
TV, Radio Interview Mentions	■	■	■		
Social Media Advertising	■	■	■	■	■
Logo on Step & Repeat	■	■	■		
Signage Flyers, Banners	■	■	■	■	
Logo Placement on Website	■	■	■	■	■
Festival Tickets	20 PASSES	15 PASSES	10 PASSES	5 PASSES	2 PASSES

All inquiries please contact **Nicole Williams**

Phone: 702.782.7444 or Email: info@socialinfluencefoundation.org



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
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