



SAN DIEGO PRIDE / HILLCREST BUSINESS ASSOCIATION 2023 COMMUNITY PARTNERSHIP AGREEMENT



Pride Community Partnerships are formed with community organizations who play a participatory role in Pride Week events. A Pride Community Partnership calls on the various skills, resources, and insights unique to the individual organization, thus fostering a creative and festive experience, rich in the culturally diverse representation of San Diego's LGBTQ community.

San Diego Pride (Pride) is proud to partner with Hillcrest Business Association (HBA) for **She Fest on Saturday, July 8, 2023** and the **Spirit of Stonewall Rally and Pride Block Party on Friday, July 14, 2023**, as part of our annual celebration of Pride.

1. TERMS OF AGREEMENT:

2. This agreement will become effective upon signature from both Parties and will continue until July 14, 2023, unless otherwise agreed upon by both parties or canceled in accordance with this agreement.

3. SHE FEST (July 8, 2023)

a. **San Diego Pride** will provide the following:

i. Recognition of Partnership at **She Fest**

1. Logo Recognition for HBA as an official partner of She Fest
2. Logo on Partner/Sponsor banner(s) at She Fest event
3. Logo on She Fest webpage with live link

ii. Permitting & street closure process and costs for **She Fest**:

1. She Fest will cover or share the costs for permits and/or street closures if necessary, in consultation with HBA, up to but not exceeding \$1,000.

iii. Insurance for She Fest (July 8, 2023):

1. Name HBA and the City of San Diego as additionally insured on the general liability policy.
2. Upon request, Pride will provide HBA with proof of insurance for general liability insurance of at least \$1,000,000 for the duration of the event, including setup and breakdown times. Specific requirements for the certificate of insurance will be provided by HBA along with a request for proof of insurance.

b. Mutual Marketing & Promotion:

i. Promotion of **She Fest**:

Founded in 1974, San Diego LGBT Pride is a 501(c)3 nonprofit organization whose mission is: Fostering pride, equality, and respect for all lesbian, gay, bisexual, and transgender communities locally, nationally, and globally. www.sdpride.org

1. San Diego Pride will send promotional materials for **She Fest** to HBA by June 1, 2023
- c. **Hillcrest Business Association** will provide the following:
- i. HBA will host **She Fest on Saturday, July 8, 2023** in the Hillcrest Pride Flag area inclusive of the agreed-upon event footprint from 8:00am-8:00pm which includes setup, take-down, and where noted, providing to She Fest for their setup, of the following:
 1. Equipment available to be borrowed from HBA:
 - a. Up to 50 Barricades
 - b. Other equipment as agreed upon in future conversations between She Fest and HBA.
 - c. HBA will provide She Fest operations volunteers with access for storage facilities by July 5, 2023.
 2. Permits & Street Closures:
 - a. HBA will manage the permitting and street closure processes for the area of Normal St, between University Ave and Lincoln Ave. Area should be inclusive of both sides of Normal St. and should align with the event layout as determined by HBA and She Fest.
 - b. HBA will provide She Fest's chairs, Jeanette Starpine and Zaide Jurado, and Pride staff liaison, Kelcie Kopf, with access to the online permit application portal upon the filing of the permit application.
 - c. HBA will file permit and street closure related required paperwork no later than May 1, 2023.
 - d. HBA will complete the neighborhood notification process as required by street closure and event permits.
 3. Event Layout:
 - a. She Fest will work directly with HBA to finalize the full event layout prior to the permit application filing date as well as during the permitting process.
 4. Event Schedule:
 - a. She Fest volunteers and Pride staff will have access to the site between 8:00am and 8:00pm:
 - i. 8:00am-12:00pm: Set-up
 - ii. 12:00pm-6:00pm: Event
 - iii. 6:00pm-8:00p: Take-down & Clean-up
 - ii. Mutual Marketing & Promotion:

1. Starting in June, static and uninterrupted mutual links on the front page of HBA's website linking to the She Fest page on Pride's website
2. HBA to send their **official logo** and promotional materials for **Pride Block Party** to She Fest (shefest@sdpride.org) by May 1, 2023 for posting on She Fest's instagram account.

4. SPIRIT OF STONEWALL RALLY (July 14, 2023)

- a. San Diego Pride will provide the following:
 - i. Recognition of Partnership in **Spirit of Stonewall Rally**:
 1. Logo Recognition for HBA as an official partner of the Stonewall Rally
 2. Logo on Partner/Sponsor scroll on video wall
 3. Logo on San Diego Pride Website Homepage, Partner, & Rally Pages with Live Link
 - ii. Production of **Spirit of Stonewall Rally**:
 1. Staff and volunteers to manage speakers, performers, awardees, volunteers, and attendees
 2. Monitors for attendee and event compliance with current COVID-19 health regulations
 - iii. Mutual Marketing & Promotion of **Pride Block Party (July 14, 2023)**:
 1. Inclusion of Block Party in San Diego Pride's weekend of Pride In Community events
 2. Authorization for use of San Diego Pride logo in promoting Pride Block Party
 3. Inclusion in no less than 3 e-blasts (June-July)
 4. One Social Media Post of either a 30-second PSA or social media square across San Diego Pride social media platforms (85,000 Followers) to be posted in June or July
 5. Event inclusion in the official San Diego Pride press kit.
 6. Starting in June, static and uninterrupted mutual links on Pride's event page linking to HBA's Pride Block Party's event site
 - iv. Promotion of **Spirit of Stonewall Rally**:
 1. San Diego Pride will send promotional materials for **Spirit of Stonewall Rally** to HBA by June 1, 2023
- b. Hillcrest Business Association will provide the following:
 - i. HBA will host the **Spirit of Stonewall Rally on July 14, 2023** in their Pride Block Party event footprint from 4pm to 8pm, to include set-up and take-down. This includes the use of the stage and footprint of the Block Party, as well as the equipment as noted below.

1. Equipment provided at no charge to San Diego Pride by HBA and/or their contracted services:
 - a. Folding Chairs (minimum 100)
 - b. Rectangular Tables (2)
 - c. Podium (1)
 - d. AV: Two (2) handheld mics, One (1) mic stand, One (1) mic-splitting pressbox, video wall
 - i. HBA will provide the specs for a video wall to Pride by **June 15, 2023**
 - e. Provide the large Pride flag and all accouterments for the flag raising at conclusion of the Rally (approx 6:55pm)
 2. Permitting & Street Closures:
 - a. The Rally will be covered by the existing permit and street closures for the Pride Block Party.
 3. Event Layout:
 - a. Any equipment set up on stage prior to the Rally shall not impede the full use of the stage.
 - b. Seating will be provided in front of the stage, including priority seating for seniors, people with mobility and access needs, and ASL (chairs and reserved-accessibility signage will be set up by Pride volunteers)
 - c. Overall event layout shall comply with any COVID-19 health regulations and safe event practices relevant during the dates of the events
 - d. A 10x10 space adjacent to or otherwise near HBA's AV vendor tent for San Diego Pride's virtual livestreaming provider(s) for the Rally
 - e. Use of "green room" prior to and during the Rally (5pm-7:30pm)
 4. Event Schedule:
 - a. Rally volunteers and Pride staff will have access to the site and stage between 4pm and 8pm:
 - i. 4-6pm: Set-up
 - ii. 6-7pm: Rally program
 - iii. 7-8pm: Take-down and clean-up
 - b. Opportunity to hold a sound check to Pride staff and singer(s) in the afternoon of Friday, July 14. Pride staff will coordinate the time for this sound check with HBA and/or HBA's AV contractors.
- ii. Mutual Marketing & Promotion:

1. Starting in June, static and uninterrupted mutual links on the front page of HBA's website linking to the Spirit of Stonewall Rally, Pride Festival, and Pride Parade pages
2. Inclusion of Pride week events, including She Fest, the Rally, Festival, and Parade in social media posts (June-July)
3. HBA to send their **official logo** and promotional materials for **Pride Block Party** to Pride's marketing department (marketing@sdpride.org) by May 1, 2023.

5. **INSURANCE:**

- a. Pride will provide the necessary Certificates of Insurance listing the City of San Diego as additional insured in order to obtain the permit for She Fest.
- b. Each party agrees to maintain proper insurance coverage for duration of this agreement. Minimum policy limits are \$1 million per occurrence with a \$2 million aggregate.
 - i. Upon the execution of this agreement, Pride will provide HBA with a Certificate of Insurance that names the Hillcrest Business Association, its officers, employees, volunteers, and agents as an additional insured and shall provide coverage for the entire duration of dates and times for which the Special Event Permit is in effect, including set up and dismantle dates.
 - ii. Upon the execution of this agreement, HBA will provide Pride with a Certificate of Insurance that names the San Diego Pride, its officers, employees, volunteers, and agents as an additional insured and shall provide coverage for the entire duration of dates and times for which the Special Event Permit is in effect, including set up and dismantle dates.

6. **MUTUAL INDEMNITY:**

- a. Pride shall indemnify, hold harmless, protect and defend HBA and its agents, officers, employees, and representatives (the "Indemnified Parties") for, from and against any and all demands, claims, suits, damages, losses, liabilities, costs and expenses, including, but not limited to, court costs and attorneys' fees (the "Indemnified Matters"), of any nature whatsoever (including, but not limited to, damage to or loss of property, bodily injury, tort, breach of contract, or death), directly or indirectly arising out of or in connection with the performance of Pride's obligations under this Agreement.
- b. HBA shall indemnify, hold harmless, protect and defend Pride and its agents, officers, employees, volunteers, and representatives (the "Indemnified Parties") for, from and against any and all demands, claims, suits, damages, losses, liabilities, costs and expenses, including, but not limited to, court costs and attorneys' fees (the "Indemnified Matters"), of any nature whatsoever (including, but not limited to, damage to or loss of property, bodily injury, tort, breach of contract, or death), directly or indirectly arising

out of or in connection with the performance of Loyal's obligations under this Agreement.

7. CONFIDENTIALITY:

Parties both acknowledge that it may be necessary to disclose certain confidential and proprietary information in order for to perform the services included in this Agreement. Parties each acknowledge that disclosure to a third party or misuse of this proprietary or confidential information could cause irreparable harm. Accordingly, neither Party will not disclose or use, either during or after the term of this Agreement, any proprietary or confidential information without the other Party's prior written permission, except to the extent necessary to perform services as outlined in this Agreement.

8. SEVERABILITY:

This Agreement shall remain in effect in the event a section or provision is unenforceable or invalid. All remaining sections and provisions shall be deemed legally binding unless a court rules that any such provision or section is invalid or unenforceable, thus, limiting the effect of another provision or section. In such case, the affected provision or section shall be enforced as so limited.

9. ENTIRE AGREEMENT:

This Agreement, along with any attachments or addendums, represents the entire agreement between the parties. Therefore, this Agreement supersedes any prior agreements, promises, conditions, or understandings between parties.

San Diego Pride

Date _____

Jen LaBarbera

Director of Education & Advocacy

Date _____

Hillcrest Business Association

Benjamin Nicholls

Executive Director

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