



# Heritage of Pride, Inc.

Heritage of Pride, Inc., 112 Christopher St., New York, NY 10014  
Telephone: 212.807.6310 • Fax: 212.807.7436 • Web: <http://www.nycpride.org>

## MARKETFEST RATES

Be a part of MarketFest, NYC Pride's new virtual space where vendors can engage with consumers and promote their small businesses like never before. Brought to you by the volunteers who bring you NYC Pride's PrideFest each year.

[CLICK HERE TO VIEW OUR DEMO WEBSITE](#)

to see how your LGBTQIA+ owned & operated business could be featured on MarketFest.

### MARKETFEST REGISTRATION RATES

TIER	LAUNCH - EOY 2020 10/8/2020 – 12/31/2020	NOV 1 - EOY 2020 11/1/2020 – 12/31/2020	DEC 1 - EOY 2020 12/1/2020 – 12/31/2020	1 MONTH OPTION 30 Day Period
The Directory (A)	\$75.00	\$50.00	\$30.00	N/A
Featured Vendor (B)	\$200.00	\$130.00	\$75.00	\$75.00
Vendor Spotlight (C)	\$400.00	\$260.00	\$150.00	\$150.00

### ADD ONS

Deal of the Week (D)	\$30.00	A La Carte IG Feed Post (F) Max 1 IG post total per brand	\$150.00
Home Page Banner Ad	\$300.00	A La Carte IG Story (F)	\$100.00
Marketplace Blog Feature (E)	\$200.00	A La Carte Facebook Post (F)	\$100.00
Social Media Package #1 (F, G) 1 IG Feed, 1 FB Post, 1 E-Blast inclusion	\$450.00	A La Carte Twitter Post (F)	\$50.00
Social Media Package #2 (F, G) 2 IG Stories, 2 FB Posts, 1 E-Blast inclusion	\$600.00		

- A. Organization listed in the vendor directory. Includes a short paragraph description of your organization, logo/image, and link to your website and social media accounts.
- B. All Tier 1 inclusions, placement on the Featured Vendors page, dedicated tile on Featured Vendors page with brand logo or name. Customizable brand page which allows for up to 5 brand logos, images or videos, space for brand statement/description, and links to your website and social media accounts. 1 dedicated, MarketFest branded, "vendor highlight" Instagram post on @NYCPride.
- C. All Tier 2 inclusions, placement on the Home page under the Vendor Spotlight header, dedicated banner on Featured Vendor page. 1 collaboratively customized Instagram post on @NYCPride. Inclusion as the "vendor highlight" in 1 e-blast to NYC Pride's email list.
- D. Organization's special or discount code listed on the Deals of the Week page.
- E. Organization featured in organic, collaboratively curated blog post on MarketFest. Vlog postings an option.
- F. Purchased social media posts are customizable, but must include MarketFest branding/colors.
- G. E-blasts go to NYC Pride's email list containing approx.. 12K subscribers.

Please email us at [marketfest-help@nycpride.org](mailto:marketfest-help@nycpride.org) for any additional questions or concerns.

We look forward to having your business participate in MarketFest!