



April 14, 2009

Rainbow Flag Raising Project

The San Diego LGBT Pride Parade and Festival are among the city's largest annual events. Each year, hundreds of thousands of people, many of whom are from out of town, attend the events on Pride Weekend.

This year's event is the 35th annual San Diego Pride event and will take place Saturday and Sunday, July 18 & 19. The weekend is an opportunity for businesses to capitalize on an influx of people from out of town, as well as county residents, who come to the area with money to spend. It is also an opportunity to show support for the weekend's events and the LGBT community as a whole.

On July 1, prominent members of the community will be joined by local politicians and business leaders at a flag raising ceremony for a rainbow flag which will fly above the streets of San Diego for the month of Pride. This will be the official kickoff of a whole month's worth of Pride events and celebrations leading up to the parade and festival.

We are asking businesses throughout San Diego County to also display a rainbow flag from their storefronts in the month of July to show their support for the events. The rainbow flag has been a symbol of the LGBT community for 31 years and was first popularized as a symbol of LGBT pride by San Francisco artist Gilbert Baker in 1978. The colors of the rainbow have become symbolic of both the unity and diversity of the LGBT community.

Lesbian, Gay, Bisexual, and Transgender consumers are well known to be loyal to businesses which are supportive of the LGBT community. A rainbow flag flown from a pole outside, or displayed in a front window, is an ideal way to identify your support for the equality of all people, and to convey to LGBT consumers and their friends, that your business is a place that deserves their patronage. Participating businesses will be recognized by Pride and promoted in the local media as places to shop during Pride Month.

If you don't already have a rainbow flag, or if you would like a new one, you can support San Diego Pride by purchasing your flag from us. Please contact rainbow@sdpride.org or 619-297-7683 ext 116 to purchase a flag or to let us know that you will be participating.

RAINBOW FLAG PROJECT | ORDER | DONATION FORM

Step 1 – Sign up to support the Rainbow Flag Campaign

Step 2 – Do you need a flag? You can order directly from Pride by selecting size and quantity flags

Step 3 – Select your method of payment

Step 4 –Mail/fax form back to San Diego LGBT Pride Office

Step 1 – Yes, we will show our support of Pride and fly a rainbow flag for the month of July

Business/Individual Name			
Mailing Address			
City		State	Zip code
Primary Contact		Phone ()	Contact's Fax ()
Email (Please print carefully)			Website

Step 2 – Yes, I'd like to order my flag from Pride. We will call when your flag is ready for pick up at the Pride Office.

Flag Sizes – Flags are made with 100% durable Nylon, machine washable	Enter # of units	Multiply by	Donation per flag	Total Donation
2' high by 3' wide		x	\$30.00	
3' high by 5' wide		x	\$35.00	
6' high by 10' wide		x	\$100.00	
8' high by 10' wide		x	\$150.00	
Mounting Hardware – includes mount bracket with screws, a durable aluminum pole, and a gold plastic eagle topper				
For flags up to 3' high by 5' wide		x	\$15.00	
Additional Donation to support San Diego Pride's mission to foster pride in and respect for all Gay, Lesbian, Bisexual, and Transgender communities, locally and globally. 100% tax deductible charitable contribution. Pride is a 501(c)(3) nonprofit organization, Tax ID # 33-0619449				\$
Total Donation				\$

Step 3 – Send Donation by check or credit card

Pay by Check – Make check payable to San Diego LGBT Pride and mail to P.O. Box 34366 San Diego CA 92163			
Pay by Credit Card – I authorize San Diego Pride to charge the credit card below for the Total Donation amount noted above.			
Credit card type (Visa, MC, Disc)	Credit Card number		Exp date
Cardholder's name (<i>please print</i>)		Cardholder Signature	
Billing Address for Credit Card		City	State Zip
Telephone		Date	

Step 4 – Thank you

By donating to the Rainbow Flag project, I understand that I may be recognized by Pride and that my business will be promoted in the local media as place to shop during Pride Month.