



THE ELEMENTS OF LGBTQ

HONORING OUR COMMUNITY & THE CONTRIBUTORS
WHO HELPED PIONEER POP CULTURE

AUGUST 18TH-20TH, 2023 LAS VEGAS, NV



THE ELEMENTS OF LGBTQ

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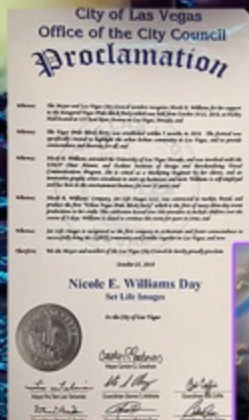




HERSTORY, THE FOUNDER

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 PROCLAIMING
HOUSE OF VEGAS PRIDE THE OFFICIAL SUMMER PRIDE FOR LAS VEGAS
CITY OF LAS VEGAS - NORTH LAS VEGAS - CLARK COUNTY**



SCHEDULE EVENTS

**APRIL 22ND & SUN. - AUGUST 13TH - DE&I CAREER AND WELLNESS FAIR
INCLUSIVE RESOURCE FAIR & HOUSE OF FREQUENCY ART & MUSIC PROGRAM**

**JUNE 17TH - HOSPITALITY DE&I CAREER AND WELLNESS FAIR
INCLUSIVE RESOURCE FAIR & HOUSE OF FREQUENCY ART & MUSIC PROGRAM**

**FRIDAY - AUGUST 18TH - NO HOMO FRIDAY WELCOME PARTY (10PM-3AM)
FEATURING: THE NO HOMO SHOW | DJ BATTLE | 80'S -00'S THEMED EVENT**

SATURDAY - AUGUST 19TH - HOUSE OF FREQUENCY (11AM-6PM)

- Host and performances by various celebrities from the BIPOC Community
- Live performances from artists within the community

Vendors | Art EXPO | DJ BATTLE | LGBTQ Honor Awards | Fashion Show

SATURDAY - AUGUST 19TH - WET(HER) POOL PARTY (8PM-1AM)

-Partnering with Atlanta's creator of PURE Heat Pride Melissa Scott bringing the internationally known event catered towards for Queer women. Featuring Queer DJ's, & entertainers.

SUNDAY - AUGUST 20TH - SUNDAY BRUNCH & DAY PARTY (11AM-4PM)

A day party live R&B music hosted by celebrity guest

SUNDAY - AUGUST 20TH - THE CULTURE (VOGUE) BALL (10PM-3AM)

A night that is open to all to have fun competing to see which house members are the most creative for this year's theme . The theme is Elements of Pop Culture. The ball is a National Qualifier for OTA points towards the West Coast Ballroom Alliance Association.

**SUPPORTING MULTIPLE VENUES
AROUND THE CITY OF LAS VEGAS**





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.

**SUPPORTING COMMUNITY PARTNERS
SOCIAL MEDIA INFLUENCERS
ONLINE DIGITAL ADVERTISING
CELEBRITY ENDORSEMENTS**

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



**BILLBOARDS ADS
IN VEGAS**

MARKETING IN TARGETED CITIES

- Sweet Heat | Miami, FL
- Chicago Urban Pride | Chicago, IL
- EnHERgy & Pure Heat Pride | Atlanta, GA
- LA Black Pride | Los Angeles, CA
- Dallas Black Pride | Dallas, TX
- New York City Pride Festival Promoters

HOUSE OF VEGAS
PRIDE
Festival
2023



TrinaTruLuv Host founder
Chicago Urban Pride



Hosts: Ms. Pooh
Mr. Jeremy & Mama Dee



Ronnie D. Ron Host (ctr)
of The Funhouse



"Zodiac Face" \$1000 Winner
Legendary Cash GG
House of Gorgeous Gucci



Just Brittany
House of Frequency
Music Festival



MEDIA FRENZY

HOVP RECEIVES MILLIONS OF MEDIA COVERAGE VIEWS
FROM ALL OUTLETS ACROSS THE LAS VEGAS VALLEY

BREAKING

NEWS

**LIVE to
GIVE**

PUBLICIST CONTACT
Leticia Apablaza
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HOUSE OF VEGAS
PRIDE
Festival
2023



CHANNEL 8- LV NOW
Interview with Roqui Thous
HOVP Vogue Ball



CHANNEL 3
Interview with Dane Wagner
House of Love Job Fair



CHANNEL 13
Interview at Las Vegas Aviators
Pride Night Baseball Game



HOUSE OF VEGAS PRIDE FESTIVAL
FOUR DAY NON-STOP MULTICULTURAL PRIDE EVENT



DEBRA STOREY
CREATOR OF BLAZEN COLLECTION



COMING UP
HOUSE OF
PRIDE
LIVE AT NOON

FOX 5
KVVU-TV

LAS Vegas

las vegas
**morning
BLEND**

MYVEGAS
Voted #1 THE MOST TRUSTED MAGAZINE IN LAS VEGAS

**LAS VEGAS
REVIEW-JOURNAL**

**LAS VEGAS
WEEKLY**

**LAS VEGAS
SUN**

3
NEWS

8
NEWSNOW
#8NN

**LAS VEGAS
PRIDE
MAGAZINE**

MEDIA INTERVIEWS CAN BE FOUND ON WWW.SOCIALINFLUENCEFOUNDATION.ORG



ORGANIC & NATIONAL MARKETING

Social media matters and we take action to build our community through our platforms along with our website. It has given us insight to who is engaging with us consistently. The data is also used to ensure we are speaking to the community we would like to impact. Instagram is our main source to reach the community.



4089 Followers
SINCE 2021

OVER 20,000 POST SHARES



DEMOGRAPHICS

2018-2020

1750 ATTENDEES

2021

62 SOLD OUT HOTEL ROOMS AT THE ARTISAN BOUTIQUE & VENUE CAPACITY 500 DUE TO COVID-19 RESTRICTIONS SOLD OUT

2022

BUDGETED FOR 800 ATTENDEES DUE TO EARLY

- AGE ————— ● 21-45 (MILLENNIAL, GENERATION Y, & GENERATION X)
- GENDER ————— ● ALL NON-CONFORMING IDENTITIES
- RACE ————— ● AFRICAN-AMERICAN & LATINX, ASIAN AMERICAN

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

DISABILITY 1% DISABILITY UNKNOWN 99%

SEXUAL ORIENTATION GAY 85% HETERO 10% UNKNOWN 5%

FEMALE 70% MALE 15% TRANSGENDER 10% NON-CONFORMING 4% GENDER UNKNOWN 2%

2023 FESTIVAL HOSTS

AMBER'S CLOSET, YOUNG EZEE, CRISSA ACE STEVI SHARI AZIAH & STEVIE BOI



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





HOUSE OF LOVE DE&I CAREER & RESOURCE FAIR

OUR ANNUAL CAREER & RESOURCE FAIR HELPS PEOPLE IN THE LAS VEGAS COMMUNITY SECURE EMPLOYMENT. WE ALSO PROVIDE MENTAL HEALTH & WELLNESS RESOURCES.

TO OUR SUCCESS!



50+

JOBS SECURED
2021-2022
DURING & AFTER
FESTIVAL

15+

RESOURCES GIVEN
FOR HEALTH &
WELLNESS
INQUIRIES

DE&I CAREER & RESOURCE FAIR

SATURDAY APRIL 22ND | 12AM-4PM

SUNDAY AUGUST 13TH | 11AM-4PM

DE&I CAREER FAIR | HEALTH & WELLNESS RESOURCES | ART & ENTERTAINMENT TEEN EXPO
SMALL BUSINESS VENDOR EXPO | COMMUNITY SPEAKERS | ALL AGES

21+ HOSPITALITY CAREER & RESOURCE FAIR

SATURDAY JUNE 17TH | TIME: TBD

CAREER FAIR FOR EMPLOYMENT AT 21+ JOBS | HEALTH & WELLNESS RESOURCES
DISPENSARIES, SPIRIT/WINE & MORE | SMALL BUSINESS VENDOR EXPO | COMMUNITY SPEAKERS

2021 & 2022 HOUSE OF LOVE SPONSORS



MGM RESORTS
INTERNATIONAL®



**2018-2022 HUNDREDS OF
MOBILE HIV/RAPID TESTING COMPLETED**



2023 OFFICIAL EVENTS

FRIDAY AUGUST 18TH

NO HOMO FRIDAY

THE NO HOMO SHOW LIVE TAPING

SATURDAY AUGUST 19TH

HOUSE OF FREQUENCY &

HOUSE OF FASHION SHOW

SATURDAY AUGUST 19TH

WET(HER) MEGA POOL PARTY

SUNDAY AUGUST 20TH

BRUNCH & VIBES DAY PARTY

SUNDAY AUGUST 20TH

CULTURE BALL





L A S V E G A S
PRIDE

OFFICIAL CULTURAL ENTERTAINMENT PARTNER

**PROUDLY SERVING OUR 5TH YEAR IN COLLABORATION
INCLUSIVE FOR COMMUNITY PROGRAMMING**

WHAT WE DO

**FOUNDER NICOLE WILLIAMS IS THE URBAN CONTENT WRITER FOR 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**



**RECEIVE ADDED BONUS
SPONSORING HOVP
WITH OVER 1 MILLION
ORGANIC VIEWS THROUGHOUT
THE YEAR**

LV PRIDE NIGHT PARADE

**HOVP'S FLOAT THEME WAS THE "COLORS OF LOVE" DRESSED
AS MERMAIDS CELEBRATING HALLE BAILEY PLAYING THE LEAD
ROLE IN THE 2023 REMAKE OF THE LITTLE MERMAID.**





THE SPONSORSHIP PACKAGES BELOW CAN BE MODIFIED
SPECIFICALLY FOR YOUR BRAND
CONTACT YOUR STRATEGIC PARTNERSHIP REPRESENTATIVE TO DISCUSS OPTIONS



PLATNUM SPONSOR \$20,000

Festival Title Exclusive Rights
Social Media Influencer
Advertising & Vendor Booth
Ribbon Cutting
Resource Fair & VIP Tickets
YouTube Show Feature

SPONSORSHIP
VISIBILITY FOR



HOST HOTEL
ADVERTISING
GIVEAWAYS
ACTIVATIONS
RESOURCE FAIR
CAREER FAIR



GOLD SPONSOR \$15,000

Event Title Sponsor 2 (two events)
Social Media Influencer
Advertising & Vendor Booth
Ribbon Cutting
Resource Fair & VIP Tickets
YouTube Show Feature



SILVER SPONSOR \$10,000

Event Sponsor Title Sponsor 1 (one event)
Advertising & Vendor Booth
Ribbon Cutting
Resource Fair & VIP Tickets



BRONZE SPONSOR \$5,000

Advertising & Vendor Booth
Ribbon Cutting
Resource Fair & VIP Tickets



PAST FESTIVAL SPONSORS



**SPONSOR PACKAGES
CAN BE CATERED TO
YOUR COMPANY**

SOCIAL INFLUENCE FOUNDATION
A 501C3 NON-PROFIT ORGANIZATION

ALL INQUIRIES CONTACT

NICOLE WILLIAMS PHONE: 702.782.7444

EMAIL: INFO@SOCIALINFLUENCEFOUNDATION.ORG

2018-2020 PAST FESTIVAL COMMUNITY PARTNERS





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.HOUSEOFVEGASPRIDE.ORG

**POWERED BY SOCIAL INFLUENCE FOUNDATION
501(C)3 NON-PROFIT ORGANIZATION**