



# ROCHESTER PAGAN PRIDE DAY FESTIVAL

ROCHESTER, NEW YORK

December 5, 2008

Greetings and Merry Meet,

It is time once again to put things into motion for the 2009 Rochester Pagan Pride Day Festival. **This is our Eleventh Anniversary Year!** You are receiving this letter because you have either been a merchant and/or sponsor in previous years, or you have been identified as a business, coven, or group that would help to make this year's event a success.

The mission of the Pagan Pride Project is to foster pride in Pagan identity through education, activism, charity and community. We have free workshops, activities for children, entertainment, and community ritual celebrations in honor of the Fall Equinox. This is a non-profit event, and there has never been an admission fee to the public. We ask only for donations of non-perishable food items that are passed on to AIDS Rochester, Inc.

In years past, there have been no additional fees to our vendors beyond those required by the Monroe County Parks Department. As has everything else in our world, the financial obligations that accompany hosting this event continue to rise. The vendor fees that RPPD is asking of our vendors are very minimal, but are going to do a lot to help us put on this event. As always, we are continuing to ask for and accept donations from the community in the form of sponsorships. We provide publicity for the event by means of radio, newspaper, television, flyers, posters, and our event program. Also this year, we are again offering the opportunity for our vendors, area businesses and organizations to purchase ad space in the RPPD event program at a minimal donation. Please see the attached information sheet, which lists all of this information, as applicable.

You may ask yourself why would my business, group or coven want to participate in this event? The first and most important reason is to support the Pagan Community by contributing to this event that helps to dispel falsehoods and myths about Paganism. Secondly, this event gives folks in our local community a chance to come out and see for themselves what we, as Pagans, are really all about, and do some shopping at your booth as well. Another really good reason to vend at the festival this year is that your business, group, or coven receives the best type of advertising there is... hands on exposure to your goods, services, and products. Is there more? You bet there is! You and your associates spend a day with your peers and counterparts in the local Pagan community. This provides you with a great opportunity to network, brainstorm and see what is working for one another. And certainly not least of the reasons is that you get to spend an enjoyable day at a Pagan Pride Day event that is full of rituals, workshops, and not to be forgotten, the folks visiting your booth!

Rochester Pagan Pride Day is being held on **September 12, 2009**, in Ellison Park, from 10:00 am to 6:30 pm. Gates will open for vendors at 7:30 a.m. We ask that you be set up by 9:00 a.m. and plan to stay until 6:30 p.m. We ask that you be packed and ready to leave the grounds by 8:00 p.m. This is an open air event, and vendors are responsible for providing their own shelter, tables, chairs, and displays. Electricity is not available. There will be no parking on the event grounds. You may unload and return your vehicle to the parking area. Ellison Park is a carry in-carry out park, so please leave your area clean.

Your vendor contract is enclosed. Please complete the contract and return it as soon as possible to ensure your space. There is an "early bird" discount for those who return their contract and payment to us prior to July 15th. If you decide to vend this year you will receive a Vendor Packet closer to the event date with parking passes, name badges for all who will work at your booth and information on set up and tear down times.

If you have any questions, you are welcome to email me at [Vendors@rochesterpaganpride.com](mailto:Vendors@rochesterpaganpride.com). I look forward to working with you in making this year the best ever Rochester Pagan Pride Day!

Blessings and Thanks,  
Lisa Whitley, Merchant Coordinator, Rochester Pagan Pride Day 2009

Myriah, Local Coordinator, Rochester Pagan Pride Day 2009  
Larry Kiser, Co-Local Coordinator, Rochester Pagan Pride Day 2009

[www.rochesterpaganpride.com](http://www.rochesterpaganpride.com)