



THE ATLANTA PRIDE COMMITTEE, INC.

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www.atlantapride.org

Dear Atlanta Pride Market and Parade participants –

We hope that this email finds you and your loved ones safe and well. Thank you for your support of the Atlanta Pride Festival and Parade. Each year, more than 350,000 people from all 50 states and more than a dozen countries participate in Atlanta Pride, and we could not curate such a fabulous and impactful event without your participation in our Market and Parade.

As you likely know by now, we will not be able to hold the 2020 Pride Festival in person due to the ongoing pandemic. Instead, we have decided to hold a virtual Festival celebration in October, centered around our scheduled dates. We were all looking forward to coming together for our 50th anniversary event, but the health and wellbeing of our community is always our top priority -- especially for the most marginalized in our community including queer and transgender folks, LGBT elders, those living with HIV, cancer or immunodeficiencies who are at increased risk. This was the main factor in our decision.

In the last few months we have engaged our community through a range of creative online events that have shown great promise. We've engaged tens of thousands of people in our virtual events and promotions since March – far more than we ever would have engaged in traditional spring events. We will continue to develop new online programs throughout the year to stay connected, leading up to our first virtual Pride Festival. By moving the Atlanta Pride Festival online, we will ensure that LGBTQIA+ people can still experience the joy and togetherness of our 50th Annual Pride Festival and we hope to welcome new people to take part wherever they are.

We are certain this message is disappointing for you to receive – it is certainly disappointing for us to share – and we are also aware that you have a few questions about next steps regarding your application and/or payment. Please read on to get answers to all of your questions.

If you have applied to participate but have not paid your entry fee, you do not have any next steps. Please consider your application formally withdrawn for 2020. If you would like to make a payment (partial or full) on your application as a donation to Atlanta Pride, please reply to this email. Our annual Parade and Festival are our primary fundraisers to support our year-round programming and events as well as to fund our Community Reinvestment Grants. Your support would help to make sure that Atlanta Pride is well-positioned to put on our next Festival and Parade when it is safe to gather again and to help us continue the online programming that we have been producing in recent months.

If you have already registered and paid to secure your spot, you have several options for moving ahead. Please review these options and fill out the form linked below.

1. *If you would like to have your payment donated (in full or a partial payment) to Atlanta Pride,* we would be incredibly grateful for your support. Our annual Festival and Parade is the primary method through which we fundraise to create programming throughout the year, and without this event, our year-round programming and community reinvestment fund will suffer. Thank you for considering this donation in support of our work.
2. *You may choose to move your registration to sponsor our online programming.* Information about our online programming will be available shortly. We have the ability to create custom programming in partnership with you and/or to feature you on our social media platforms that reach more than 50,000 people each month.
3. *If you would like to have your payment refunded,* please indicate that on the form linked below. Refunds will be processed once each week and will be returned to the original form of payment. If you are able, please consider donating 5% of your total refund to cover the associated credit card processing fees so that were paid for your registration and will need to be paid for your refund.
4. *If you need to have your fees applied to 2021,* please indicate that on the form linked below. While we are not encouraging applicants to roll over fees, we understand that this is the best option for some organizations. An Atlanta Pride staff member will reach out to you with further information. You will be required to fill out 2021 registration forms even if your fees are rolled over.

Regarding 2021 Applications: No applications from 2020 will be automatically rolled over for 2021 participation, so please plan to reapply our 2021 celebrations as applications launch. Applications are typically posted on February 14 each year. We encourage you to sign up for the Atlanta Pride mailing list to ensure you will be among the first to be notified in 2021 about our vendor and parade applications opening. You can sign up by replying to this email or signing up on Facebook.

Thank you so much for your understanding and the time and energy spent preparing for this year's celebration. Please remember that the Atlanta Pride celebration is our biggest annual event, but the future of APC is not contingent on any single moment. Our ongoing purpose is to advance unity, visibility and self-esteem among our community. That's where we will stay focused, regardless of the form our programming takes.

Atlanta Pride Committee, and the LGBTQ+ community as a whole, have always been incredibly resilient in the face of adversity. As I've said before, if we stay strong and support each other, we will get through this – together. We will share more plans for our virtual celebration soon.

Take good care,

Jamie

Jamie Fergerson

Executive Director
Atlanta Pride Committee

My pronouns are she/her/hers and they/them/theirs. What are yours?

