

PHOENIX PRIDE FESTIVAL EXHIBITOR GUIDELINES

PHONE: (MON-FRI) 602-277-7433

EMAIL: exhibitors@phoenixpride.org



October 18-19, 2025
Saturday 2 pm – 10 pm
Sunday 12 pm – 9 pm
Steele Indian School Park
300 E. Indian School Rd
Phoenix AZ 85012

Exhibitor Check-In and Load Out Times

MANDATORY Food Exhibitor Check-In	Non-Food Exhibitor Check-In	Sunday Load In (If need)	Sunday Night Load Out
Friday, October 17th	Friday, October 17th 10 am – 6 pm MST	Sunday, October 19th	Sunday, October 19th
8 am – 6 pm MST	Saturday, October 18th 7 am – 10 am MST	8 am – 9 am MST	10 pm – 12 am MST

Registration Confirmation cannot not be provided until payment is complete. Phoenix Pride events are rain or shine. All entries are non-refundable unless cancellation is received in writing to Phoenix Pride by or before September 1st. If the request is approved, up to 50% will be refunded.

- a. No refunds will be approved for dissatisfaction of booth placement.
- b. Phoenix Pride Events are rain or shine.
- c. No refund request will be accepted after September 1st.

Any further questions please email Exhibitors@phoenixpride.org or by phone Mon-Fri 10 am – 5 pm at 602-277-7433 ext. 103.

Eva Galindo
Director of Programs
she/her/hers

office 602.277.7433 Ext 103
eva@phoenixpride.org



PO BOX 16847 | Phoenix, AZ 85011 | phoenixpride.org |

COSTS

Fees are based on a 2-day 10x10 space and includes tenting, 20-amp electricity, and 4 entry wristbands per day. Additional wristbands up to 10 per day can be purchased at \$10 each band. Vendors are encouraged to bring extension cords, surge protectors, and/or lights.

EXHIBITOR TYPE	10X10	10X20	10X30
NON COOKING	\$ 920.00	\$ 1,790.00	NA
COOKING	\$ 1,500.00	\$ 2,700.00	\$ 3,800.00
COMMERCIAL CORNER	\$ 1,250.00	\$ 2,000.00	\$ 2,800.00
COMMERCIAL INLINE	\$ 1,000.00	\$ 1,700.00	\$ 2,500.00
NONPROFIT CORNER	\$ 950.00	\$ 1,475.00	\$ 1,975.00
NONPROFIT INLINE	\$ 650.00	\$ 1,200.00	\$ 1,650.00

Extra's	Cost
Extra Wristbands (Limit 10 per day)	\$10.00 each
Chairs(2)	\$10.00
Tables (6' or 8')	\$25.00
Commercial Insurance	\$150.00
Nonprofit Insurance	\$125.00
Food Insurance	\$225.00
Fire Extinguisher (Cooking Food Vendors)	\$40.00

ALL exhibitors are required to use the tent provided and are welcome to brand the tent. Zip ties and Tape are only allowed! Any holes/damages created to the tent by exhibitors/vendors teams/volunteers will be charged to the registered Exhibitor failure to comply can result in removal and prevention from future participation. For any food vendors needing more than the 10' provided, you must email Exhibitors@phoenixpride.org for approval before applying.

PARKING, LIGHT RAIL AND TAXI

Parking is available in nearby neighborhoods and parking structures. The largest Parking Structure is located on the Southeast corner of Central Ave & Indian School Rd with 1,400 parking spaces available.

As parking is limited, we recommend that you either take the Light rail or a ride sharing service. There is a Light rail station at Central Ave & Indian School Rd that drops you off 3 blocks from the Parade & Festival.

Ride-sharing transportation is preferred and will have a dedicated pickup and drop-off area.

Phoenix Pride Exhibitor Requirements and Responsibilities

INSURANCE REQUIREMENT for all Vendors

All exhibitors, no matter type, must provide proof of general liability insurance of at \$1,000,000 naming:

“Phoenix Pride its officers, agent, and employees and the City of Phoenix as additionally insured”. Event Coverage Dates are October 17-19. Event Address is 300 E INDIAN SCHOOL RD PHX AZ 85012.”

Parties are encouraged to submit their own COI or can purchase coverage through Phoenix Pride. Phoenix Pride currently uses Kaliff Insurance.

Insurance must be received by Phoenix Pride by OCTOBER 1ST by email (exhibitors@phoenixpride.org) or by mailing to:

Phoenix Pride INC
PO Box 16847
Phoenix, AZ 85011

FOOD VENDORS

All food vendors must submit a completed menu with application, for approval. Any applications received without menus will not be accepted whether payment was submitted or not.

All food vendors must provide their own Fire Extinguisher and must use provided electrical source. All food vendors must provide their own surge protectors and/or extension cords.

Generators are not permitted.

Reefer trucks/Freezer chests, etc. are not permitted.

Oil/Grease Disposal will be provided. All food vendors are required to use and dump their oil in the designated area. Phoenix Pride will arrange to have these picked up at the conclusion of the festival, from the designated deposit area.

Running Water for Cooking is not provided. A gray water container will be provided behind the food exhibitors. Gray water must be dumped into this container ONLY.

Food exhibitors must provide their own trash receptacles for their own waste food products and must clean up their space after the event including removing the trash each day when event closes.



All food vendors are required to obtain and provide a Special Events Food Server License from the Maricopa County Health Department. If you need an application, please contact the Maricopa County Environmental Services Department at 602-506-6978.

All food vendors agree to set up Friday and participate in the Saturday required Health Inspection. Any vendor that does not comply will forfeit all exhibitor fees and will be removed from the event.

BEVERAGE SALES FOOD VENDORS ONLY

The sale or giving away alcoholic beverages of any kind is strictly prohibited. Food vendors are not allowed to sell Energy Drinks due to current exclusivity contract. Furthermore, no glass or Styrofoam cups are allowed.

Food vendors can purchase Coca-Cola products through Swire Coca-Cola and be sold at a minimum of \$4 (no exceptions). Swire will arrange ordering and delivery with individual vendor.

All Beverages must be sold in Clear Plastic Cups only or original packaging i.e., Soda Bottles.

PAYMENT

Payment must be submitted within 48 hours of received application to complete registration. Payment can be submitted along with application through PayPal. If any party wishes to use another online payment option, Phoenix Pride will send a payment invoice, and invoices must be paid in full by October 1st.

Phoenix Pride will not accept personal checks.

Payment can also be made with a Cashier's Check, Money Order, and Company issued checks.

All payment must be made payable to:

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