



PRIDE 'N *Vegas Land*

AUGUST 18TH - 21ST, 2022

HOUSEOFVEGASPRIDE.ORG

f i HOUSEOFVEGASPRIDE

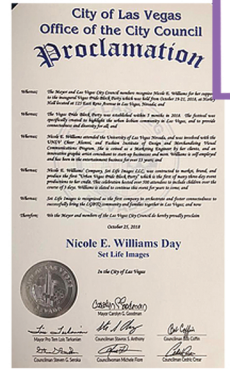


HERSTORY, THE FOUNDER

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 5 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



Vegas Pride Block Party was recognized by the City of Las Vegas as the first of its kind and Nicole Williams received a day October 25th





SCHEDULED EVENTS

THUR 8.18
OPEN HOUSE KICK-OFF PARTY
CLASSIC JEWEL - DOWNTOWN LAS VEGAS

FRI 8.19
THE FUNHOUSE
HOSTED BY LEGENDARY RONNIE D RON
VARIOUS PERFORMANCES SCHEDULED

SAT. 8.20
HOUSE OF FASHION DAY PARTY & BRUNCH
FASHION SHOW HOSTED BY TOKYO STYLEZ
ART HOUZ - DOWNTOWN LAS VEGAS
HOUSE OF BASS PRIDE NIGHT MUSIC FESTIVAL
HOSTED BY MOMMA DEE, VARIOUS ARTIST PERFORMANCES
LOVE & HIP HOP'S POOH LOVE

SAT. 8.20
THE PLAYHOUSE - PLACE @ 7TH, DTLV
HOSTED BY MOMMA DEE, VARIOUS ARTIST PERFORMANCES
LOVE & HIP HOP'S POOH LOVE

SUN. 8.21
HOUSE OF LOVE
"COMMUNITY RESOURCE & SMALL BUSINESS FAIR"
HOSTED BY THE JET FOUNDATION

SAT. 8.21
LE MAISON - HOVP MINI BALL
HOST & COMMENTATOR LEGENDARY ENYCE LAVOGUE
7 OTA CATEGORIES COMPETING FOR CASH PRIZES



HOUSE OF VEGAS PRIDE

8.18.22 - 8.21.22

MARKETING & ADVERTISING

OUTSIDE OF TRADITIONAL MARKETING WE HAVE STRATEGIC PARTNERSHIPS NATIONWIDE

- Chicago Urban Pride Team
- EnHERYgy Pride Team (Atlanta)
- Pride Ambassadors in Los Angeles, Texas, DC
- Traveling to various other PRIDE Events
- All guests involved with HOVP are known influencers
- Network marketing with LGBT Travel Clubs
- 5 Years of HOVP Promotional Team Building



SAY "I DO" PRIDE WEEKEND

Say "I Do" during Summer Pride Weekend

**HOUSE OF VEGAS
PRIDE
Weddings**

GET MARRIED DURING HOVP WEEKEND & BE A PART OF OUR GUINNESS BOOK OF WORLD RECORDS TO HAVE THE MOST WEDDINGS DURING A PRIDE WEEKEND!
FOR MORE INFORMATION PLEASE FILL OUT OUR PRE-REGISTRATION FORM AND WE WILL CONTACT YOU WITH MORE DETAILS AT WWW.VEGASPRIDEHOUSE.COM
f @HOUSEOFVEGASPRIDE

Say "I Do" during Summer

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Our goal is to hold 200 weddings, with 8 Wedding Officiants and 5 wedding planners we are excited to create memorable experiences for the most sam-sex marriages during a PRIDE Weekend.

COMMUNITY RESOURCE FAIR

HOSTED BY THE SOCIAL INFLUENCE FOUNDATION & THE JET FOUNDATION

After a weekend of celebrating Pride, Love, & Unity Sunday we have a day planned to provide resources targeting the African American & Latino LGBTQ Community in the heartbeat of Las Vegas Community. HOVP along with there Community partners will provide a program that will have activities for friends and family of all ages. The Aids Healthcare Foundation will provide free HIV/STD testing along with a small business expo and job fair.

HEALTH & WELLNESS EDUCATION FOR ALL AGES

Vendors | Entertainment | Giveaways | Activities | Educational Speakers



JET FOUNDATION



HOUSE OF VEGAS
PRIDE

AUGUST 18 -21,2022

100+ HIV/STD TEST CONDUCTED
IN 2021 AT HOVP EVENTS



BOYS AND GIRLS CLUB
LAS VEGAS, NV



BLACK LEADERSHIP AIDS CRISIS COALITION

Some Notable Attendees & Influencers

House of Vegas Pride is an upscale festival where Instagram blue check Celebrities feel comfortable attending for leisure & Social Media Influencers line up to promote




**HOUSE OF VEGAS
PRIDE**
8.18.22 - 8.21.22

Jess Hilarious 5.4 Mil, Torrei Hart 683k, AZ Marie 130k, Boss Britt 75k
Apryl Jones 2.9 Mil, Kidathegreat 4.3 Mil, Siya 598k



Itsyaboikandie 601k, Inkmostarr 427k, James Wright 360k, Zairilla Bacon 34k, Auntie Hammy 364k
Giovanni_ Enrique 133k, Ad Diggs 79k, Melissa Scott 75k

Media Coverage

HOUSE OF VEGAS PRIDE FOUNDER NICOLE WILLIAMS SHE IS VERY ACTIVE WITHIN THE COMMUNITY AND CONDUCTS INTERVIEWS YEAR AROUND ON THE STATE OF THE LGBT COMMUNITY





SOCIAL MEDIA MANIA

The first festival produced in 2018 quickly went viral after completion. The word began to spread extremely fast across the country that there is an Urban Pride in Las Vegas, NV. The festival was an overnight success! The inquiries came pouring in on our mailing list to be the first to know about the 2019 festival. Over the years, Nicole credits her genuine southern hospitality heritage roots to ensure everyone from the sponsors, vendors, attendees, and the HOVP teams feels welcomed and appreciated for their participation the entire weekend.

DEMOGRAPHICS

2018 - 500 WEEKEND PASSES

2019 - 1,000 WEEKEND PASSES

2020 - 250 WEEKEND PASSES (Nevada COVID-19 restriction limitations were in place SOLD OUT)

2021

- 62 sold out rooms at the Artisan Boutique Hotel

- Venue capacity 500 due to COVID-19 restrictions sold out

2022

- Budgeted for 800 attendees due to early new year COVID-19 restrictions

- **Age** ————— ● **21-45 (Millennial, Generation Y, and Generation X)**
- **GENDER** ————— ● **ALL NON-CONFORMING IDENTITIES**
- **RACE** ————— ● **AFRICAN-AMERICAN & LATINO AMERICAN**
- **MARITAL STATUS** ————— ● **SINGLE**
- **OCCUPATION** ————— ● **ENTERTAINMENT INDUSTRY, ENTRY-MID LEVEL**
- **ANNUAL INCOME** ————— ● **\$50 - 75K**
- **EDUCATION LEVEL** ————— ● **HIGH SCHOOL, TRADE SCHOOL, BACHELORS & MASTER'S DEGREE**

HOUSE OF VEGAS PRIDE

8.18.22 - 8.21.22

Discovery

- 10.7K Page Reach (▲4K last 28 days)
- 724 Page Views (▲299 last 28 days)

Your Pages (10)

- 2,051 Likes (8 new likes this week)

Top Fans

- 2,328 Total Likes
- 2,403 Total Follows

Updates

- 10053 Shares
- 21 Mentions
- 99 Notifications

Insights

- Last 28 Days: Jul 07 - Aug 03

Key Metrics:

- 9 Events (+1 last 90 days)
- 28.7K People Reached (+3.1K last 90 days)
- 3.1K Event Responses (+236 last 90 days)

HOVP EXPANDS THEIR TARGET AUDIENCE DUE TO A COMMUNITY PARTNERSHIP WITH LAS VEGAS PRIDE FESTIVAL - RAINBOW STAGE HOST

THE OFFICIAL CULTURAL COMMUNITY PARTNER

PROUDLY SERVING OUR 5TH YEAR COLLABORATING WITH LAS VEGAS PRIDE

- Urban content writer for Las Vegas Pride Magazine
- The go to organization for Black/Latinx urban affairs
- Official host for Urban entertainment for the annual Las Vegas Pride Festival Rainbow Stage
- Work together within the community collaborating and sharing resources to expand our brands



LAS VEGAS
PRIDE
RAINBOW STAGE
OCTOBER 9, 2021 // CRAIG RANCH REGIONAL PARK

DJ BOSSYLEE
OCT 9 | 8 PM

ENYCE
OCT 9 | 8:30 PM

NIA AMBER
OCT 9 | 9:30 PM

PRESENTED BY:

HAUS OF US
OCT 9 | 5:30 PM

BRE'ON VEGAS CYPHER HOST
OCT 9 | 7 PM

FOR MORE INFORMATION, VISIT:
WWW.LASVEGASPRIDE.ORG

LAS VEGAS PRIDE FESTIVAL RECAP
Rainbow Stage Echelon Event Center D-Valley

HOUSE OF VEGAS PRIDE

House of Vegas Pride, and The Social Influence Foundation would like to thank all our performers, hosts, dj's, and sponsors that helped to create a memorable experience for our guest at the Las Vegas PRIDE Festival. It was a huge success! We had a blast hosting the Rainbow Stage at Craig Ranch Park, and judging the Las Vegas PRIDE Parade. Thank you Echelon Event Center and D-Valley we appreciate you for opening up your venues for our two sold out PRIDE Weekend after parties.

2021 PRIDE WEEKEND PERFORMERS

Nia Amber | Enyce | AlexxxP3 | Damire Major
Dojah & Fresh | Active The Great | Pineapples | Chassidy
Jazarri & Earl Campbell | Finesse | The Goddess | Riya Veli

SPECIAL GUESTS

Ronnie D Ron Founder of Shakedown Love Productions
CJ Edwards - Mr. Gay Nevada USO(A) Acee Bando | Kuzzin' Kodi

"Light Ball" AIDS Healthcare Foundation | The Haus of Us "A New York to Vegas Kiki Experience"
Just Go Suck It | Chilly | Jaxx | Pussies & Smokey | Enticing | Kicksnorty | AVO Photography
HOSTS: Katio Moe Williams & Bre'On | DJ's: Bossylee | Dale

LAS VEGAS
PRIDE
Together again

HOVP Founder, Nicole Williams received the LV PRIDE Magazine cover June 2021 that included a full inside spread with her team

14 | Las Vegas PRIDE Magazine

A COMMUNITY EVENT FOR THE ENTIRE FAMILY

HOUSE OF LOVE
COMMUNITY RESOURCE FAIR

FREE MOBILE HIV TESTING & PEP KIT COURTESY OF THE AIDS HEALTHCARE FOUNDATION, AND PREVENTION UNITS AND WELLNESS TOPICS LIKE HOW TO LIVE A SMOKE-FREE LIFE

WILLIAM U. PEARSON CENTER
HIV PREVENTION & CARE CENTER

ENTERTAINMENT • GAMES • VENDORS • FOOD
ENTRANCE - ALL ARE WELCOME TO THE FAIR

FREE ENTRY / WASHOON INFO CONTACT
INFO@VEGASPRIDEHOUSE.COM

YOUR PRIDE HORIZONSCOPE - SPOTLIGHTS, FASHION, LUST, & PASSION - It Must Be August

Plug in the speakers, turn up the volume, and get one last look in the mirror because it is Leo season and the stage is waiting for you! If you thought you came out to play for PRIDE month, I dare you to show up and show out in a whole new way in August. This period of time is all about pleasure and play, passion and inspiration, sensuality and intimacy, fame and recognition. When a Leo July 23-Aug 22) walks in the room, heads turn - so give us all whiplash.

Eric Cavell Brown | www.celebrating.com | (619) 248-2338 | @ethicr.medicina

HOUSE OF VEGAS PRIDE FESTIVAL INFORMATION VISIT WWW.VEGASPRIDEHOUSE.COM

ARTISAN BOUTIQUE HOTEL
AUGUST 19TH - 22ND, 2021

HOUSE OF VEGAS PRIDE FESTIVAL
Weekend Schedule

THUR AUG 19TH
HOVP WELCOME PARTY
FRID AUG 20TH
HOUSE OF LACE
SAT AUG 21ST
HOUSE OF FASHION
SAT AUG 21ST
THE PLAYHOUSE
SAT AUG 21ST
HOUSE OF SOUL

FOR TICKETS & VENDOR INFORMATION
HOUSEOFVEGASPRIDE.ORG
A 501C3 Non-Profit Organization

2021 FESTIVAL COMMUNITY PARTNERS

EVENT SPONSORS



MEDIA & ADVERTISING SPONSORS



TRAVEL & ENTERTAINMENT SPONSORS



2021 HOVP HOST VENUE 3 DAY 9 EVENTS



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

HOVP has 5 Proclamations and is a nationally recognized Festival. Founder, Nicole Williams would like to invite you to be apart of an experience one summer weekend in Las Vegas, NV where we take hosting "Houses" to another level. Seven events in four days celebrating our diverse-inclusive community coming together from all over the country. We are buying out venues across the valley and the sky is the limit for creative opportunities to benefit your business through our targeted audience.

