

2018 Spirit & Place Festival Partner Agreement

Agreement is **REQUIRED** for Festival acceptance and participation.

	Lead Partner	Collaborating Partner
Participation Fee	Pays the participation fee. The entry fee—\$400, \$200, or \$100—is based on the lead partner’s operating budget and must be paid within 30 days of invoicing. Typically due in August with no refunds issued after August 15.	*Optional: Lead partners are welcome to split the participation fee with their collaborating partners, but Spirit & Place requires a single payment from the lead partner.
Festival Partner Meeting	Required attendance. Lead partners MUST attend the 2018 festival partner meeting on Tues., June 12, 10-11:30a.m. at WFYI (1630 N. Meridian St.)	*Optional: Attendance for collaborating partners is not required, but encouraged.
Promotions & Marketing <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p style="text-align: center;">Promotions</p> <p>Do not count on Spirit & Place to create your audience. We work to promote the overall festival and, when appropriate, will make media pitches. But you MUST work to promote your own event.</p> </div>	Engage in promotions and coordinate efforts with Spirit & Place and collaborating partners. <ol style="list-style-type: none"> 1.) Let Spirit & Place know IMMEDIATELY when event details change 2.) Promote event on community calendars, fliers, personal invitations, etc., 3.) Use the Spirit & Place name and/or logo in conjunction with ALL references to the event and the hashtag, #SPIndy, when appropriate 4.) Work with Bohlsen Group to manage a Facebook Event Page 5.) Keep Spirit & Place in the know with your press releases and/or media pitches 6) Distribute Spirit & Place collateral (e.g., newsprint calendars and Event Guides) 7.) Update and engage collaborating partners regarding their promotional obligations 	Distribute Spirit & Place collateral. <p>ALL EVENT PARTNERS and VENUES will receive <i>at least</i> 100 newsprint calendars in early October to distribute.</p> <p>All VENUES will receive 200+ Event Guides in late October to distribute at the event. (Event Guides can be used as promotional pieces, but enough should be held back to distribute to event attendees).</p>

Image Permission	Submit promotional images including the language, “I, [insert name], represent and warrant that I am the copyright owner or have secured the rights from the copyright owner of the image “Image Title” and grant permission for use. The image should be credited as”	*Optional: Collaborating partners are welcome to submit images for consideration and must also include use permission language.
RSVP System	Comply with event RSVP requirements. Spirit & Place will create an RSVP system for FREE events. Separate systems for free events, such as EventBrite, are not allowed. Paid events must manage their own RSVPs.	Comply with event RSVP requirements.
Event Logistics	Lead partners guarantee: 1.) The event is unique to the Spirit & Place Festival and will not be repeated between August 1 and December 31, 2018 in Marion or contiguous counties (some exceptions apply) 2.) Up to eight (8) complimentary seats per event for Spirit & Place staff, volunteers, and donors 3.) Events will begin with brief welcome remarks provided by Spirit & Place 4.) Audience will be verbally reminded to submit evaluations	Venue partner agrees to coordinate a site visit prior to the festival (likely in September) to identify where Spirit & Place branding materials and volunteers will be stationed (see below).
Volunteers	Spirit & Place will send 2 to 3 festival volunteers who will greet guests, maintain a sign-in sheet, distribute Event Guides, and collect evaluations. Spirit & Place volunteers will not assist with set-up or tear-down activities.	A table, with tablecloth and chairs, should be located in a high traffic area with Event Guides nearby. Spirit & Place volunteers will bring all other (branding) materials.
Post-Festival Requirements	Partner Survey & RSVP Lists. Lead partners must complete an online partner survey by Dec. 1, 2018. Fee-based events that managed their own RSVP lists must also submit attendee names and emails by Dec. 1, 2018.	All collaborating partners can help in this process by keeping track of volunteer and staff hours devoted to the event and by providing an estimate of event-related expenses to the lead partner.