

## Spirit & Place Festival Partner Agreement.

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

	<b>Lead Partner</b>	<b>Collaborating Partner</b>
<b>Participation Fee</b>  <div style="background-color: yellow; padding: 2px; display: inline-block;"><b>NO FEE IN 2021!</b></div>		
<b>Festival Partner Meeting</b>	<b>Required attendance.</b> Lead partners MUST attend the 2021 festival partner meeting on July 15, 2021.  First time lead partners must also schedule a separate meeting with Erin Kelley before September 30, 2021.	<b>*Optional:</b> Attendance for collaborating partners is not required but encouraged.
<b>Promotions &amp; Marketing</b>	<b>Engage in promotions and coordinate efforts with Spirit &amp; Place and collaborating partners.</b> 1.) IMMEDIATELY update Spirit & Place with event changes. 2.) Promote event on community calendars, fliers, personal invitations, etc., and engage collaborating partners in cross-promotional efforts 3.) Use the Spirit & Place name and/or logo in conjunction with ALL references to the event and the hashtag, #SPIndy, when appropriate 5.) Keep Spirit & Place in the know with your press releases and/or media pitches 6) Distribute Spirit & Place collateral	<b>Distribute Spirit &amp; Place collateral.</b> ALL EVENT PARTNERS and VENUES must agree to: <ol style="list-style-type: none"> <li>1.) Place Spirit &amp; Place Festival yards on their property leading up to and during the festival. (Will be collected by Spirit &amp; Place.)</li> <li>2.) Distribute printed event calendars leading up to and during the festival.</li> </ol>
<b>Image Permission (jpg or tif, 300dpi)</b>	<b>Submit promotional images</b> 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 ....”	<b>*Optional:</b> Collaborating partners are welcome to submit images for consideration and must also include use permission language.

**Application Deadline: June 4, 2021**

**317-274-2462 or [ekkelley@iupui.edu](mailto:ekkelley@iupui.edu)**

[www.spiritandplace.org](http://www.spiritandplace.org)

<b>Event Registration</b>	<b>Comply with event registration requirements.</b> Partners are expected to create and manage their own event registration process, ideally using Eventbrite. All partners, regardless of registration platform, must include email permission language provided by Spirit & Place as well the 2021 theme logo. RSVP links are due September 10.	<b>Comply with event RSVP requirements.</b>
<b>Event Logistics</b>	<b>Lead partners guarantee:</b> 1.) The event is unique to the Spirit & Place Festival and will not be repeated between August 1 and December 31, 2021 in Marion or contiguous counties (some exceptions apply) 2.) Events will begin with brief welcome remarks or materials provided by Spirit & Place 3.) Audience will be verbally reminded to submit evaluations	<b>Venue partner</b> agrees to coordinate a site visit prior to the festival (likely in September/October) to identify where Spirit & Place branding materials and volunteers will be stationed (see below).
<b>Volunteers</b>	<b>Spirit &amp; Place will send 2 to 3 festival volunteers who</b> will greet guests, maintain a sign-in sheet, distribute event calendars, and collect evaluations and yard signs. Spirit & Place volunteers will not assist with set-up or tear-down activities.	<b>A table, with tablecloth and chairs, should be in a high traffic area with Event Guides nearby.</b> Spirit & Place volunteers will bring all other (branding) materials.
<b>Post-Festival Requirements</b>	<b>Partner Survey &amp; RSVP Lists.</b> Lead partners must complete an online partner survey by Dec. 6, 2021 and provide event registration lists with emails.	<b>All collaborating partners can help in this process</b> by keeping track of volunteer and staff hours devoted the event and by providing an estimate of event-related expenses to the lead partner.