

2024 Spirit & Place Festival Partner Agreement

	Lead Partner <i>*Spirit & Place's main point of contact for an event.</i>	Collaborating Partner <i>*Community partners working with the Lead Partner.</i>
Festival Partner Meeting	Required attendance. All <u>lead</u> partners must attend a “next steps” meeting after festival announcements are made. (July 9 at 11:30am via Zoom). Partners must also schedule a separate meeting with Erin Kelley before October 15.	Optional: Attendance for collaborating partners is not required but encouraged.
Promotions & Marketing	EVERYONE must engage in intentional marketing efforts for the festival to be a success. 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 (press releases, media pitches, social media, interviews, etc.) 5.) Keep Spirit & Place in the know with your press releases and/or media pitches. 6) Distribute Spirit & Place event guides. 7) Confirm media contact info with Bohlsen Group.	At a minimum, collaborating partners, including venue partners, must: 1.) Distribute event guides leading up to the festival. 2.) Utilize their own email lists and networks to promote the event. Spirit & Place STRONGLY ENCOURAGES all partners to review the PR Matrix found in the Event Design Toolkit to develop a promotional strategy.
Image Permission (jpg or tif, 300dpi)	Submit promotional image(s). Images should be submitted by the August 1 deadline along with the following language: <i>I, [insert name], represent and warrant that I am the copyright owner or have secured the rights from the copyright owner of the image “Insert Image Title” and grant permission for use. The image should be credited as ...[include credit/citation if needed].</i>	Optional: Collaborating partners are welcome to submit images for consideration and must also include use permission language.

Application Deadline: May 17, 2024

317-274-2462 or ekkelley@iu.edu

www.spiritandplace.org

Event Registration	Manage event registration. Registration for all festival events is required and partners are expected to create and manage their own event registration process. All partners, regardless of registration platform, must include email permission language and send the registration link to Spirit & Place by Oct. 1.	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, 2024 (some exceptions apply). 2.) Partners will root their events in the festival by using opening talking points and/or a PowerPoint provided by Spirit & Place. 3.) The audience will be verbally reminded to submit evaluations at the end of the event.	Venue partners agree 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).
Volunteers	Festival Volunteers. Spirit & Place will send 1 to 3 volunteers to all events where they need a welcome table to 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 nor deliver opening remarks.	A table, with chairs, should be 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. 2, 2024 and provide event registration lists with emails.	Collaborating partners DO NOT complete the Partner Survey. While they might need to help the Lead Partner collect certain data, only the Lead partner should submit a final survey.