



Presenter Handbook
And Presenter
Agreement
2010

The Presenter Handbook is intended to provide information regarding presenting for the Artown Festival and general information regarding venues and media requests. As the information and procedures contained herein may change or be amended at anytime, this information is intended as a guide only and not a binding contract. Presenters are strongly encouraged to stay in communication with Artown and any potential partnering organizations in planning for events.

What is Artown?

Artown's mission is to strengthen Reno's arts industry, foster its civic identity and enhance its national image, thereby creating a climate for the cultural and economic rebirth of our region.

Artown is the non-profit (501 c3) organization that coordinates a month long arts festival in Reno, Nevada. The festival runs from July 1 –July 31 every year. The celebration includes art events and productions of all genre; music, dance, theater, visual arts, performance, literary, historical, cultural celebrations, movies, opera, etc.. These events are produced primarily by local artists and organizations that bring their talents to the forefront during this month. Artown itself produces several events, including local, national, and international talent.

Artown began 15 years ago as a way to rejuvenate Reno's downtown, but has grown into a way to re-define the region as a cultural center. July 2009 saw new artists, new venues and 309,000 attendees. The festival boasted more than 400 citywide exhibits and performances coordinating over 100 presenting organizations in locations citywide.

Who Can Present at Artown?

If you have an art and/or cultural event that is to happen in Reno during July, talk to the Artown staff about participating in the Artown Festival. All submissions must go through an approval process in February. Your event must be art and/or culture focused and must be available to the public. Presenters are responsible for all expenses and coordination for their events. Artown offers you this opportunity to showcase your talents and to advertise the great work you produce all year. There is no entry fee to present in Artown.

To participate, your event must be approved by the Executive Director of Artown. Once approved, your event will be included in the festival collateral. This includes event listings in the Little Book of Artown and on the Artown website at www.renoisartown.com. Artown will also include your event in media opportunities as available. In return, you agree to promote your event as a part of Artown 2010 (see the Presenter Agreement for details). Artown cannot guarantee any specific media coverage of your event, but will work with media to include your event as opportunities arise.

How Do I Become an Artown Presenter?

Come to the presenter meetings. Presenter meetings are the first Wednesday of each scheduled month at McKinley Arts and Culture Center, 925 Riverside Drive from 12 – 1PM unless otherwise noted. (***We do not have a regularly scheduled meeting in January, June, July, August, October or December.***) For more information call Bryan Wildman at (775) 322-1538 or email

Bryan@renoisartown.com. Talk with the Artown staff to help coordinate your event within the festival. If you are planning to hold your event in Wingfield Park, Bartley Ranch/ Hawkins Amphitheatre, or the Pioneer Center for the Performing Arts, you must confirm your date with Artown prior to renting the facility.

You **must** submit an application on-line between February **3** and February **17**, 2010. There will be a training class for this process at the Presenter's Meeting on **February 3**. All presenters are encouraged to attend. Your submission will then be reviewed by the Executive Director of Artown, and you will receive notification of your acceptance. **BE SURE** to have your event plan ready by the date of submission; including date, time, venue, description, ticket pricing, title, and contact information for your event. **Submissions that do not have complete information cannot be accepted.**

Once your event has been accepted, you must submit the Presenter Agreement (contained in this handbook) and current proof of insurance. You will then be able to submit press releases and photographs for Artown to use in marketing your event.

WELCOME TO ARTOWN 2010!

General Information for Presenters:

Presenter Time Line 2010:

February 3, Wednesday (12 – 1PM) Presenter Meeting/ On-line Submission Training –
City of Reno Council Chambers
February 3 On-line Submission Begins
February 17 On-line Submission Closes 5PM
March 3, Wednesday (12- 1PM) Presenter Meeting- McKinley Arts and Culture (Venues/
Permits/ Final Schedule of events/ Press Kits /Creating
pictures and press releases)
March 3 thru March 12 - Presenters View and Approve on-line submissions

**March 13, 2010 ANY CHANGES REQUESTED AFTER THIS DATE CANNOT BE
GUARANTEED AND WILL INCUR A \$95 PER/HR FEE**

March 20 Artown Paragraph and Logo made available to presenters
March 27 Press Pictures and Press Releases due to Artown by 5PM – For inclusion
in Artown Press Kit.
April 7, Wednesday (12 – 1PM) Presenter Meeting – McKinley Arts and Culture (Cross
Promotion/ Press Kits Presented)

April 13, 2010 Agreement, Insurance, and Sponsors List Due to Artown by 5PM

May 5, 2009 (12 – 1PM) Presenter Meeting – McKinley Arts and Culture
(Marketing/ Posters/ PR ops/ DVD)
June 2, 2009 Materials for display in the park shed can be dropped off at Artown this
week.
June 12 Deadline to submit pictures and press releases to Artown for publicity use
Mid June Little Book Distributed
August 1 Pick-up any extra flyers/brochures from the park
NOTE: All unclaimed materials will be discarded.

August 17 Attendance and Budget Information Due to Artown by 5PM

September 22 (12-1PM) Presenter Meeting (Festival Review) – McKinley Arts and
Culture

Presenter Meetings:

Presenter meetings are a tremendous resource for presenters to gather information about the festival, ask needed questions, and network with other presenters. You are encouraged to attend. As the festival Approaches, presenter meetings are held the first Wednesday of the month at McKinley Arts and Culture Center, 925 Riverside Drive, 12-1PM (Please see the schedule above for exact dates and locations.). **No presenter meeting will be held in January, June, July, August, October or December.**

Venues:

Artown does not own any performance venue and does not rent out any venues. Although Artown may have some ideas for venues you can consider for your event, it is your responsibility to secure your event location.

If you are planning to use Wingfield Park, Bartley Ranch (Hawkins Amphitheater or elsewhere in the park), Pioneer Center, or McKinley Arts and Culture Center – please contact Artown regarding your event date prior to renting the facility. Although Artown does not rent out these facilities, Artown has to confirm the production date with these facilities during July before they will allow you to rent the venue.

Once you have confirmed your date with Artown, it is your responsibility to contact the venue and follow through on all necessary paperwork, meetings, and payments. The City of Reno requires you to attend a special events meeting prior to authorizing any rental of Wingfield Park. The meetings and rental guidelines/specifications are set by the City of Reno, not Artown. **Please contact Peggy Nelson-Aguilar regarding Wingfield Park rentals – (775) 657-4630.**

Hawkins Amphitheater and Bartley Ranch facilities are handled by Sue Burkhamer. You must schedule your event with Artown and then contact Sue to secure your rental and venue **(775) 828-6612.**

McKinley Arts and Culture – please speak with **Nina at (775) 334-2417.** Please note that if you are planning to do any outside activities, this may require a special events permit. Please discuss your event plan with Nina so she can lead you to the right authorizations.

Remember to secure your venue early. The City of Reno requires that rental applications be submitted 90 days in advance for events with alcohol and 60 days in advance for those without alcohol.

Venues may have their own insurance requirements as well. The City and the County both require liability insurance (see below).

Insurance:

You must provide Artown with current proof that you are insured for the dates and times of your event by 5PM on April 13.

If you own the venue in which you are holding your event you need only provide Artown with proof that you are insured for the dates of your event for at least \$1,000,000 in liability coverage.

If you are performing at a venue you do not own, you must provide Artown with current proof of event liability coverage of at least \$1,000,000 with Artown listed as additionally insured. You must also meet the insurance requirements for the venue in which you are performing. Generally that means listing the venue as additionally insured. For example, if you perform at Wingfield Park, you must list Artown and the City of Reno as additionally insured. If you perform at Hawkins Amphitheater, you must list Artown and Washoe County as additionally insured. Insurance companies usually add these additions quickly and with no additional charge.

Artown does not specifically endorse any insurance company. Some insurance companies that have provided coverage for our presenters include:

Wells Fargo Insurance
Wfis.wellsfargo.com
Reno – 775-827-1555

Clowns of the U.S.
www.clownsoftheus.com

InterWest Insurance Services
www.iwins.com

Event Rating System

Artown has found that we need to let our patrons know what to expect when they attend events. It is important to inform the consumer prior to their arrival at your event if this event is something they want to bring their children to, or attend with their parents, or with their rather picky Aunt Sylvia. A thorough description is important, and usually is all that is needed for your audience to make such a decision. However, Artown would like to flag events as particularly family friendly or those that are for more mature audiences. You will be asked to answer questions to determine where your event fits in this rating system so Artown can best inform the public.

Media and Press:

For pictures to be printable, they must be at least 300 dpi. Pictures and press releases can be submitted via e-mail to marketing@renoisartown.com or delivered to Artown on disk.

Remember that Artown cannot guarantee the publication of pictures or releases. Although Artown will seek out the maximum coverage for your event. The decision of publication ultimately is in the hands of the media editors and directors. Presenters can increase their chances of publication by providing high quality marketing materials, and initiating your own contact with media and follow-up regarding your materials.

The Artown website is www.renoisartown.com. Your description will be included in the calendar of events and people will be able to click into your website from our page.

You are required to include the Artown logo in all your media related to your event in Artown and the Artown paragraph in all of your press releases regarding the event. There is a big advantage to you as the event producer to be sure that your event is connected with the festival. The media recognize the event as part of the Artown Festival by the inclusion of these items. This recognition will encourage media to include your event in their plans for July arts coverage.

In an effort to create consistency for the festival audience, please display the Artown logo, and or announce during the event, that your event is part of the Artown Festival. Signage helps people find your event and brands the event as part of the bigger festival picture. A few signs with the logo or a computer projection can really make a difference. Letting

people know the event is part of Artown, again, gives them the connection to the larger festival picture.

Artown
Contact Information

Festival Manager

Bryan Wildman

(775) 322-1538

Cell: (775) 303-7360

Bryan@renoisartown.com

Marketing

Kristen Power

RKPR

(775) 322-1538

team@rkpr.com

Executive Director

Beth Macmillan

(775) 322-1538

beth@renoisartown.com

Office Manager

Lana Wadley

(775) 322-1538

office@renoisartown.com

Mailing Address:

P.O. Box 3058

Reno, Nevada 89505

Physical Address:

300 East 2nd Street, Suite 1000

Reno, Nevada 89501

Fax

(775) 322-8777



artown

PRESENTER AGREEMENT 2010

Artown 2010 Presenter

Letter of Agreement

Due: April 13, 2010 by 5PM

The following is a letter of agreement between Artown and _____.
(Name of Presenting Organization)

Address: _____

Event Contact: _____

Phone: _____ E-mail: _____ Web-site: _____

Please provide the information for the person to receive all Artown phone and e-mail correspondence from Artown.

Non-compliance with the terms of this agreement may result in denial of participation in the Artown Festival.

We agree to the following terms of being a presenter in the Artown 2010 festival:

Presenter Requirements and Deadlines:

- ◆ **Presenters Meetings:** Artown strongly encourages you to attend all Presenter Meetings. Meetings will begin February 3, and will be held on the first Wednesday of the month at 12 noon. Each meeting will feature different topics pertinent to participation in Artown. **No presenter meeting will be held in January, June, July, August, October, or December. Please see the schedule under General Information in the Handbook for exact dates and locations.**
- ◆ **The on-line submission process will begin February 3.**
- ◆ **Presenters should enter their information and carefully proofread their entries. All entries must be received by 5PM on February 17th to be considered for the festival.** Presenters are responsible for ensuring that their entry information is correct prior to the deadline.
- ◆ Presenters must view and approve their information for print during the week of March 3.
- ◆ **Any changes requested after March 13 cannot be guaranteed, and will be subject to a \$95 per hour correction fee.**
- ◆ **Artown Paragraph:** Presenters are **required** to include the Artown paragraph in all press releases. This paragraph will be provided to presenters by e-mail on or before March 20.
- ◆ **Artown Logo:** Presenters are **required** to include the Artown Festival Logo in **unaltered form** in all marketing materials related to your Artown event including brochures, mailers, flyers, ads, posters, programs, banners, newsletters, etc. You can determine the size and placement of the logo, but the word Artown must be legible (the

correct logo is made available to you on disk or by e-mail). The logo will be provided with the Artown paragraph on or before March 20.

- ◆ **Attendance and Budget Figures:** Presenters are **required** to give Artown attendance figures and budget numbers from all events by August 17 at 5PM. Please e-mail your event attendance and your final expense budget to Bryan@renoisartown.com. This information is critical for compiling the Artown Final Report.
- ◆ **If you are presenting at Wingfield Park or Hawkins Amphitheater, you must determine your date in consultation with Artown.** The available dates for your performance at these venues are contingent on the planning for the whole festival. Preference will be given to the organization/event that held that performance slot the previous year.
- ◆ **If you are presenting at Wingfield Park or Hawkins Amphitheater, you must coordinate with the Festival Manager regarding your security and vending plans.** Venue specific information also exists that will be provided to you through the venue. Please contact Bryan Wildman, Festival Manager, (775) 322-1538, Bryan@renoisartown.com.

Due April 13, 2010 by 5:00 PM

These items **must** be submitted to Artown by the deadline or your event will not be included in Artown or any associated marketing materials.

- ◆ **Letter of Agreement:** Signed and Dated Presenter Letter of Agreement.
- ◆ **Sponsors List:** Please provide a list of sponsors who have donated \$5,000 **CASH** to your Artown event. If you do not submit your list of sponsors at this time they will not be recognized in the Artown Brochure Calendar.
- ◆ **Proof of Insurance/Additionally Insured:** If you are performing/exhibiting in a venue that you do not own you must provide proof of insurance that lists Artown' as additionally insured. Generally, the venue will require you to list them as additionally insured as well. If you are performing/exhibiting in a venue that you own you must provide proof of insurance for that location. Insurance must include, at a minimum, \$1,000,000 in general liability. **If current proof of insurance is not received by Artown by April 13, your event will not be included in the Artown Festival or any related marketing.**

Due March 27, 2010/ June 12, 2010

- ◆ **Press Releases and Pictures:** To be included in Artown's Press Kit, you must send your pictures and press releases to Artown by **March 27**. To be included in marketing efforts during the festival, your pictures and press releases must be to Artown by **June 12**. Artown reserves the right to edit press releases for length to accommodate specific publications. Artown cannot guarantee the publication of these materials in any specific media, but will utilize media potentials for your event as often as possible.

Due August 17, 2010 by 5:00 PM

- ◆ Attendance and Budget Figures due to Artown.

As a Presenter in the Artown 2010 Festival, Artown provides your organization /event the following:

- ◆ Listing in the Little Book of Artown, to be distributed locally and regionally.
- ◆ Artown website listing by date, genre, event name, a link to your website.
- ◆ Artown, Lenox Barns will provide a point of distribution for your season brochure and event information at Wingfield Park events July 1 to July 31. (There are no events in Wingfield Park on Tuesdays). **While Artown**

staff will restock the information shed as needed, the event presenter is responsible for providing stock for the month and replenishing this stock as needed. You must pick up the remainder of your brochures/flyers by 5PM August 1, 2010, or your materials will be discarded.

- ◆ Artown will offer you publicity opportunities as they become available for your event, but **Artown does not guarantee any specific media opportunities**. This may include supplying feature story ideas to local media outlets, additional advertising, flyers, posters, direct mail, e-broadcasts, etc. **Event marketing is your responsibility. Please also follow-up with media individually by sending your press release to local media outlets.**

Additional Considerations:

Cancellation of Event:

If your event is canceled, it is the responsibility of the event presenter to communicate the cancellation to Artown, to the appropriate venues, and to the public. This includes, but is not limited to, arranging and paying for media announcements regarding the cancellation. The event producer is **required** to provide a customer service representative at the venue to communicate the cancellation to patrons who may arrive for the cancelled performance.

Artown reserves the right of refusal for any event application.

Presenters are responsible for all costs, licenses, coordination, and matters relevant to producing their event. In addition, presenters agree to abide by all applicable venue rules, and city, state, and federal laws and regulations pertaining to their event.

Please retain a copy of this information for reference of the upcoming deadlines.

Please return an original of this page only no later than April 13, 2010 by 5:00PM.

to:

Artown
P.O. Box 3058
Reno, NV 89505

Telephone: 775.322.1538
Fax: 775.322.8777

_____ (your organization's name) agrees to the above stated terms.

Signed by _____

Signed by _____
Beth Macmillan

Print Name

Title _____

Title Executive Director

Organization _____

Organization Artown

Date _____

Date _____

If you have any questions or concerns about this agreement, please contact Bryan Wildman, Festival Manager for Artown, at 322-1538 or Bryan@renoisartown.com.

Thank you so much for your support and for being a part of Artown 2010!

Presenter Feedback Form

Due to Artown no later than August 17, 2009

Organization: _____

Event: _____

Event Date(s): _____

Estimated Attendance

Children(<12) _____

Teens (13 –18) _____

Adults (19 – 54) _____

Seniors (55 +) _____

(Please provide estimated attendance for each event/ day)

Event Expenses:

(Please provide expenses for each event)

Please fill out the on-line survey at survey monkey.

A link will be provided via e-mail in August.