



Presenter Handbook
And Presenter
Agreement
2018

The Presenter Handbook is intended to provide information regarding presenting for the Artown Festival and general information regarding venues, insurance, and media requests. As the information and procedures contained herein may be changed or amended at any time, this information is intended as a guide only and not a binding contract.

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.*

Our brand position – *Artown has been inspiring community through the arts since 1996.*

Artown began as a way to rejuvenate Reno's downtown, and has grown into a way to re-define the region as a cultural center. July 2017 saw new artists, new districts, new venues and nearly 300,000 attendees. The festival boasted nearly 500 citywide exhibits and performances coordinating 100 presenting organizations.

Artown is the non-profit 501(c) 3 organization that coordinates a month long arts festival in Reno, Nevada. This year the festival will run from July 1 - July 31. The celebration includes art events and productions of all genres: music, dance, theater, visual arts, performance, literary, historical, cultural, movies, opera, etc. Utilizing sponsorships and grants, Artown produces a set amount of events that cover the festival as a whole. You, the presenter (local artists and organizations) produce your own events, find your own venues and bring your talents to the forefront as part of the month-long festival.

While Artown does not sponsor your event, Artown helps market by publishing your event in the Artown calendar website and 50,000 Little Book Calendars in English and 5,000 in Spanish. Your event may be showcased, highlighted or advertised in the Reno-Gazette Journal, local TV stations and more. Artown cannot guarantee any specific media coverage of your event, but will work with media to include your event as opportunities arise. Be sure to let the Artown team know why and how your event is unique and appealing to your audience.

Who Can Present at Artown?

Artown offers you this opportunity to showcase your talents and to advertise the great work you produce all year. Your event must be art and/or culture focused and must be available to the public. Presenters are responsible for all expenses and coordination of their events. There is no entry fee to present in Artown. Artown does not mandate that events must be free. You may charge for your event unless other stipulations, such as a funding source, mandate that you do. However, because over 70% of Artown events are free, please carefully consider the impact of ticketing your event on your attendance. Artown reserves the right to deny your event and to limit the number of events an organization may enter.

How Do I Become an Artown Presenter?

To participate, you must submit your event online via Artown's portal and then must it be approved by the Artown Marketing Director and Executive Director. Once approved, your event will be included in the festival collateral. Artown will also include your event in media

opportunities as available. In return, you agree to promote your event as a part of Artown 2018.

For more information or questions, contact Jennifer Mannix at (775) 322-1538 or email at Jennifer@renoartown.com.

Online Event Submission – January 15 – March 25, 2018

Prior to Your Online Event Submission:

- 1) **READ** all of this document
- 2) **BE SURE** to have your event plan ready including date, time, venue, description, ticket pricing, title, and contact information for your event. **Submissions that do not have complete information by the March 25th deadline will not be accepted and published in Artown's calendar (Little Book).**
- 3) Have prepared your long event description (500 character/space maximum) and short description (60 character/space maximum) prior to your online submission. The 500 character/space event description will be published on Artown's website calendar, and the 60 character/space event description will be published in Artown's printed calendar (Little Book).
- 4) **PROOF-READ CAREFULLY** as this is the information that will be used directly for publication and website listing! Artown reserves the right to edit content for space and consistency.
- 5) In March and April, your submission will be reviewed by Artown and you will receive notification of your acceptance to present as part of Artown. Please understand that due to the content size of the Little Book, your event might be modified to fit the format.
- 6) Pictures – did you include photos that reflect your event? 1100 width with a dpi of 72.

Funding:

Do you need funding for your event? Each year the City of Reno Arts & Culture Commission grants funds to various art organizations. Eligible organizations must be 501(c) (3) non-profits. Two different grants are offered. Please review their information and guidelines at <https://www.reno.gov/about-reno/arts-culture>. There are mandatory meetings to qualify for these grants.

Nevada Arts Council grants exhibitions, concerts, festivals and film series. Grant monies also support Nevada's dance, opera and theatre companies; symphonies, orchestras and choral groups, and local arts councils statewide. Nevada Arts Council website: nvculture.org/nevadaartscouncil/grants.

Sierra Arts Foundation (Fiscal Agent) Endowment Fund Grants support local artists with unrestricted funding to pursue their work. The annual application process awards a total of \$20,000-\$28,000 to both professional and student artists in all disciplines. Sierra Arts also offers its services as a fiscal agent to fledgling arts organizations who are in the process of getting their nonprofit tax exempt status, and helps manage their grants until the organizations receive their 501(c) (3) approval. SAF website: sierra-arts.org.

Partnering with Another Organization:

Presenters may find it helpful to partner or collaborate with another organization or individual. This may help to obtain greater resources and recognition and help in the expenses.

Presenters are encouraged to stay in communication with Artown and any potential partnering organizations in planning for events.

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. A list of venues is available at www.renoisartown.com. Or call Jennifer Mannix at 775-322-1538 for assistance.

If you are planning to use Wingfield Park, Bartley Ranch (Hawkins Amphitheater or elsewhere in the park), West Street Plaza, City Plaza, 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.

Start early obtaining a venue. Once you have confirmed your date with Artown, it is your responsibility to contact the venue and follow through with all the necessary paperwork, meetings, insurance, and payments. For example - The City of Reno requires you to attend a special events meeting prior to authorizing any rental of Wingfield Park, and the City of Reno requires that rental applications be submitted ninety (90) days in advance for events with alcohol and sixty (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. Insurance must be provided prior to the Artown by June 1, 2018.

If your event is an art exhibit in your home, you need to contact your insurance company and make sure that the event is covered by your homeowner's insurance.

If you are performing at a venue you do not own, you must provide Artown current proof of event liability coverage of at least \$2,000,000 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 reserves the right to request proof of any Artown event insurance coverage.

Code of Conduct:

Artown's brand position is inspiring and building community through the arts. With this in mind, it is essential that all presenters reflect this position. Each event, organization and presenter is a reflection of Artown. All "good practice" standards must be adhered to. Artown insists that events are conducted with the highest professional standards. Any deviation may result in decertification of a presenter and/or an event.

Licensing:

Remember that there are local, State and Federal regulations on licensing for selling and performing. Artown does not cover these requirements for presenters. It is your responsibility to make sure you have all your licensing in place and that all your vendors and performers do as well.

Sales: If you are selling items within the City of Reno, you must have a business license with the City of Reno. Similarly if you are selling in Washoe County, a county business license is required. Temporary business licenses may be obtained inexpensively for those who are vending only for the day or so at an event. These are considered Temporary Vendor licenses and should be obtained by the event organizer for the event as a whole through the City of Reno Business Licensing office - 2nd Floor of City Hall (775) 334-2090.

Music: The presentation (live, recorded, whole or in part) of any copyrighted music is subject to royalty and licensing fees. ASCAP (American Society of Composers, Authors, and Publishers) and BMI (Broadcast Music, Inc.) are the main licensing entities for live music performance. Contact ASCAP and BMI directly about your music presentation.

Movies and Plays: The presentation of a movie or play also requires that the appropriate royalties and permissions be obtained. Generally these presentation rights are obtained through the production company of the movie or the publisher (in the case of theater).

Cabaret License: The City of Reno requires that a venue be licensed to present live performances. Please check with your venue to ensure that they are licensed to present your event in their location. Contact the City of Reno Business Licensing office - 2nd Floor of City Hall (775) 334-2090.

Food and Beverage:

Health Department: The Washoe County Health Department has regulations regarding vending and serving food to the public. These regulations are there to protect the public and the event producers from danger. All food vendors must have a current health permit and submit their

vending plan to the Health Department for approval. If you are planning on offering any food at your event, **contact the Health Department (775) 328-2434.**

Alcohol: To sell alcohol you must have an alcohol license. Alcohol vendors at your event must be licensed to serve alcohol. All servers must also be licensed. Please talk with **Contact the City of Reno Business Licensing office-2nd Floor of City Hall (775) 334-2090** to determine how to proceed if you wish to have alcohol at your event. Note that obtaining a license takes quite a while and requires training and certifications. Start now if you are interested in obtaining an alcohol license.

Event Rating System:

Artown does not censor, but as a family-friendly festival with government and private funding, we must be sensitive to the public response of the works that are presented. Artown has found we need to let our patrons know what to expect when they attend events.

If you are presenting a movie/film include the rating with your description (G, PG, PG-13, R). **For performances (theater, readings, etc.) and graphic arts** - indicate if the production is for the whole family, and if not, indicate that it is for mature audiences and why (language, adult themes, etc.).

Media and Press:

For pictures to be used in either the Little Book or website, they must be 1100 pixels wide and at least 72 dpi. Pictures and press releases can be submitted via e-mail to office@renoartown.com or delivered to Artown on disk or thumb drive.

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. Please send Artown a copy of your final press release for media inquiries by submitting your release as an attachment in the Portal. Artown does not distribute individual releases but acts as a conduit to the press.

Here is an advised sample list of media outlets for you to submit your release. Artown does not endorse any of these outlets more favorably than another and there are numerous other media outlets to utilize:

- RGJ (Print and online) (jkane@rgj.com)
- Reno News and Review (print and online)
- Nevada Appeal (print and online)
- Record Courier (print and online)
- Arts 4 Nevada (online)
- NAC (print and online)
- KOLOCares (online)
- KTVN.com (online)
- KRN .com (online)

- KUNR (radio)
- Tahoe Bonanza (print and online)
- Tahoe Daily Tribute (print and online)
- Moonshine Ink (print)
- TahoeCulture (online)
- Thisisreno.com (online)
- CarsonNow.org (online)
- Eventful (online)
- Reno.com (online)
- Tahoe.com (online)
- renotahoe@planmygetaway.com (email)
- Reno Tahoe Tonight Magazine (secure online submission)

You are required to include the Artown logo (unaltered form) in all your media materials related to your event in Artown and the Artown paragraph (identifies who we are) 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 recognizes 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. Please include the following to the base of your release. We ask that you replace the underlined with your event name and date.

Blank event is part of the 23rd Artown Festival on Blank Date.

If you are sending to a new source that is not familiar with Artown, please add:

Established in 1996, Artown is a leader in the Northern Nevada arts and culture industry using the festival as a platform to present culturally diverse and thought provoking performances. Artown, a month-long summer arts festival, features about 500 events produced by more than 100 organizations and businesses in nearly 100 locations citywide.

In an effort to create consistency for the festival audience, 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.

Please contact our office for needed materials: (Handbook, Logo, etc).

Artown
Contact Information

Office Manager

Mike Esposito
(775) 322-1538
office@renoistown.com

Festival Assistant

Raquel Monserrat
(775) 322-1538
raquel@renoistown.com

Marketing Director

Jennifer Mannix
(775) 322-1538
jennifer@renoistown.com

Executive Director

Beth Macmillan
(775) 322-1538
beth@renoistown.com

Physical Address:

528 W. 1st Street
Reno, NV 89503
Phone (775) 322-1538, Fax (775) 322-8777



artown

PRESENTER AGREEMENT 2018

Artown 2018 Presenter

Letter of Agreement - Due with Artown Event Submission

The following is a letter of agreement between Artown and

_____ (Name of Presenting Organization)

Address:

Event Contact: _____

Phone: _____ **E-mail:** _____ **Website:**

Please provide the information for the person to receive all Artown phone and e-mail correspondence from Artown. Notifications will be sent via email.

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

Presenter Agrees To:

- ◆ Include the Artown paragraph in all press releases. This paragraph will be available online.
- ◆ 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).
- ◆ Provide Artown attendance figures and budget numbers from all events by August 31st. Please e-mail your event attendance and your final expense budget to Office@renoisartown.com. This information is critical for compiling the Artown Final Report.

Please follow this format:

Total Budget \$ _____

Total Expenses \$ _____

Please do not include your income

- ◆ **Presenters are responsible for all costs, procuring all permits, insurances and licenses (including business licenses, permits, music licenses and royalties), 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.**
- ◆ **If you are presenting at Wingfield Park, Robert Z. Hawkins Amphitheater, City Plaza, West Street Plaza, or McKinley Arts and Culture Center, 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. Contact Raquel Monserrat, (775) 322-1538, raquel@renoisartown.com.
- ◆ 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.

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

These items must be submitted with your event submission:

- ◆ **Letter of Agreement:** Signed and dated.
- ◆ **Sponsors List:** Please provide a list of sponsors who have donated \$5,000 and above 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 and include Artown as additionally insured. Insurance must include, at a minimum, \$2,000,000 in general liability.

After the Festival - Due August 31st

- ◆ Attendance and budget figures due to Artown. (Feedback form attached.)

Artown provides your organization/event the following:

- ◆ Listing in the Artown printed schedule to be distributed locally and regionally and in the mobile app.
- ◆ Artown website listing by date, genre, event name, and a link to your website.

- ◆ Artown will provide a point of distribution for your season brochure and event information at Wingfield Park events July 1st to July 31st. 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.
- ◆ 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, social networking, etc. Event marketing is your responsibility. Please also follow-up with media individually by sending your press release to local media outlets.

Indemnification Clause:

Artown and Presenter hereby indemnify and hold each other, as well as their respective agents, representatives, principals, employees, officers and directors, harmless from and against loss damage or expense, including reasonable attorney’s fees, incurred or suffered by or threatened against, the other or any of the foregoing in connection with or as a result of any claim for personal injury or property damage or otherwise brought by or on behalf of any third party person, firm or corporation as a result of or in connection with the event, which claim does not result from the active and willful negligence of each other.

Change/Cancellation of Event:

Artown strongly discourages changes in your event (date, time, programming or otherwise) once your event is submitted for publication and encourages you to do everything you can to hold to the published information. Such changes are frustrating to patrons and ultimately negatively impacts attendance and the reputation of the festival and presenters. Even so, sometimes changes and or cancellations are unavoidable. If your event is changed/cancelled, it is the responsibility of the event presenter to communicate the change/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 change/cancellation. The event producer is **required** to provide a customer service representative at the venue to communicate the change/cancellation to patrons who may arrive for the cancelled performance.

Artown reserves the right of refusal for any event application.

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

Artown
528 W. First St.
Reno, NV 89503

Telephone: 775.322.1538
Fax: 775.322.8777

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

Signed by _____

Signed by _____

Print Name

Jennifer Mannix

Title _____

Title Marketing Director

Organization _____

Organization Artown

Date _____

Date _____

If you have any questions or concerns about this agreement, please contact Jennifer Mannix at Artown, (775) 322-1538 or office@renoisartown.com.

Thank you so much for your support and for being a part of Artown 2018!

Presenter Feedback Form

Due to Artown no later than August 31, 2018

Please Complete for each event

Organization: _____

Event: _____

Event Date(s): _____

Estimated Attendance

Children(<12) _____

Teens (13 –18) _____

Adults (19 – 54) _____

Seniors (55 +) _____

Number of Artists involved in your project: _____

Number of Staff and Volunteers involved in your project: _____

(Please provide estimated attendance for each event)

Event Expenses:

(Please provide expenses for each event)

Please duplicate this form for multiple events. You may submit this form by email or fax (775) 322-8777.

Email – office@renoisartown.com

Check List

- Funding for my event
- Venue rented/secured
- Insurance secured
- Artown online application in **(01/15/ 2017 thru 03/15/ 2017)**
- Artown Insurance
- All applicable city licenses secured
- Music licensing secured (if applicable)
- Royalties secured (if applicable)
- Vendors secured (if applicable)
- Health Department permits secured
- Public restrooms
- Technical needs
- Materials **(pamphlets, postcards et al) for display in park shed to Artown by June 30**

Non-Discrimination Policy:

Artown prohibits *any* form of discrimination against clients, employees, or in the provision of services to the public.