



Event-holder Details – please complete – *We want to know you*

Event-holder	_____	ABN	_____
Contact Person	_____	Phone	_____
Email	_____	Website	_____
Facebook	_____	Instagram	_____

Event Details – *Tell us about it*

Event Name	_____		
Event Location	_____		
Entry Cost	<input type="checkbox"/> Adults	\$ _____	<input type="checkbox"/> Food included
	<input type="checkbox"/> Kids	\$ _____	<input type="checkbox"/> Alcohol included
	<input type="checkbox"/> Pensioners	\$ _____	<input type="checkbox"/> No alcohol included
	<input type="checkbox"/> Gold coin donation for charity	_____	
	<input type="checkbox"/> FREE entry	_____	
Bookings	<input type="checkbox"/> Bookings essential	<input type="checkbox"/> Please RSVP	<input type="checkbox"/> Walk-in
	<input type="checkbox"/> On-line	<input type="checkbox"/> Phone	<input type="checkbox"/> Email
	<input type="checkbox"/> Festival's Try-booking account (Free events only)		
Festival Event dates	<input type="checkbox"/> Thursday	<input type="checkbox"/> Friday	<input type="checkbox"/> Saturday
	<input type="checkbox"/> Sunday		
Opening times	<input type="checkbox"/> 10am – 5pm	<input type="checkbox"/> Other _____	
Preferred opening event time	_____		
	*The Arts Festival is this year trying a flow of events to encourage maximum attendance to "Featured Events" or opening time by structuring events not conflict with other Featured Events in the Arts Festival official program. Event-holders wishing to hold a Featured Event must complete the registration and pay the registration amount before 28 February 2020 .		
<input type="checkbox"/> Extended exhibition dates	_____		

Artist Details – *Who is joining us*

Artist Name	_____		
Email	_____	Website	_____
Facebook	_____	Instagram	_____
<input type="checkbox"/> Limestone Coast local artist	<input type="checkbox"/> Visiting artist from _____		
<input type="checkbox"/> Approved wording to describe artist – 25 words maximum	_____		
<input type="checkbox"/> Photo of or from artist – maximum 2MB	_____		


Additional Information For the Official Printed Program or Website – *So we can tell everyone*

Please tick a category to describe your event – a tick on each line please:

- Art type:** Visual Art Performing Art Literature Music
- Format:** Art Exhibition Live Performance Workshop Competition Kids Event
- Audience:** For Kids (supervision provided at event) Parental supervision required For adults

Please tick what is available for sale to purchase at your event:

- Product:** Art works Craft Produce Merchandise
- Drinks for sale:** Wine Alcohol Non-alcoholic drinks No drinks
- Food for sale:** Meals Food-van(s) Platter / Snacks No food

 **Approved wording**
to describe event –
25 words maximum


Event registration due dates and registration cost – *Register your event with our thanks*


Please select your event due date and registration fee. Information about the support provided by the Arts Festival for each type of event is included in the attached event-holder agreement:

- Tier 1 Featured event – \$100 – *Featured* in the Arts Festival Program and online – Register before **28 February 2020**
- Tier 2 Registered event – \$50 – Supported in the Arts Festival program and online – Register before **28 February 2020**
- Tier 3 Later registered event – \$50 – Supported online – Register before **31 March 2020**
- Tier 4 Later registered event – \$Nil – Included online – Register before **31 March 2020**

FEATURED EVENTS – Tier 1 – \$100 – Due 28 February 2020 – *Be featured*

Please select your *preferred** event or opening time to be a Featured Event in the official Arts Festival program:

- Friday 5-5.45pm Friday 6-6.45pm Friday 7-7.45pm Friday 8pm-late
- Saturday 1-1.45pm Saturday 2-2.45pm Saturday 3-3.45pm Saturday 4-4.45pm
- Saturday 5-5.45pm Saturday 6-6.45pm
-  **Additional Approved Wording** – 50 words maximum

-  **Logo** – for use as per the Event-holder agreement

* The Arts Festival will agree a featured time promoting your event that best fits with the Arts Festival program, making reasonable efforts to accommodate your preferred featured time. If multiple event-holders are interested in the same featured time, each will be offered alternatives that best fits with the flow of other events, or the preferred time may be offered to the highest bidder.

Payment Options – *The Bang!*

- Bank Transfer: Penola Festival Incorporated Association, Bendigo Bank BSB: 633-000, Acc: 153476825
- Credit card, PayPal and Google Pay via www.trybooking.com.au, search for “Penola Coonawarra Arts Festival”
- Cheque made payable to “Penola Festival Association Incorporated”, sent to PO Box 318, PENOLA SA 5277

Sincere *Thanks* from the Penola Coonawarra Arts Festival

Events registered with registration amount paid before 28 February 2020 will be included in the official printed program of the Arts Festival, later registrations will be included on our website and in social media.

Event-holder Agreement

The Penola Coonawarra Arts Festival will be held this year Thursday 14 to Sunday 17 May 2020. It is a celebrated event promoted by the not-for-profit organisation The Penola Festival Association Incorporated ABN 22 053 590 901 (**Arts Festival**), a Federally registered cultural organisation. The Arts Festival is run purely by volunteers and relies on the financial contributions of our sponsors to promote our festival events, the event-holders who contribute to the success of the festival and our community and visitors who join in the celebration of the arts and our region.

The purpose of the Arts Festival is to promote an appreciation of the arts, its creators, producers of our region and tourism – but as importantly, to foster the opportunity for our community for our kids, adults, families, the elderly, local organisations and our visitors to participate in the arts for all our well-being, growth and enjoyment.

The Arts Festival plan is to build a flow of events held by the Arts Festival and other Event-holders that where is reasonable, do not clash with our own festival events, to encourage maximum participation in all events held during the festival. Our own festival events and Event-holders' Featured Events registered with the Arts Festival will be featured on The Art Trail. These events will be complimented by the additional choice for our visitors of the other Event-holders' registered events and exhibitions that are open throughout the Arts Festival (and beyond).

The Event-holder agrees to hold an event related to the promotion of the arts during the Arts Festival at the times and the location agreed and pay the applicable event-holder registration amount. The Arts Festival agrees to register and support the Event-Holder on the terms of this agreement, confirmed by issuing a tax invoice for the event-holder registration amount.

The Event-Holder must complete the registration of the event before **28 February 2020** and pay the registration amount on the terms of the tax invoice issued by the Arts Festival, to be included in the official printed program for the Arts Festival. Later event-holder registrations accepted will receive the support the Arts Festival can reasonably provide with its volunteer resources. The Arts Festival reserves the rights to alter the support for an event-holder, as is reasonable, at its discretion.

Event-holders are Welcome!

Please join us as Honoured Guests at the following official Arts Festival events:

Thursday 9 April 2020, 5pm, Royal Oak, Penola – Festival Program Launch – First opportunity to Book Tickets before released to the public

Thursday 14 May 2020, 5pm, Penola High School – John Shaw Nielson Prize Opening Night and Design Prize, Local Artists' Prize, Packers' Prize

Thursday 14 to Sunday 17 May 2020, Penola Coonawarra Arts Festival – Book online www.artsfestival.com.au from April 2020

Use of Event-holder's Logo and Name

The Event-holder agrees to provide the Arts Festival with its name and logo, in the form requested by the Arts Festival by the date requested by the Arts Festival. The Arts Festival agrees to only use the Event-holder's logo or name for the purposes of this agreement. The Event-holder warrants that it has the full power and authority to provide its logo and name and indemnifies the Arts Festival against any claims, actions, liabilities, losses, demands, suits, proceedings, damages, expenses or costs arising out of or in respect of the proper use by the Arts Festival of the Event-holder's logo or name including but not limited to any claims in respect of any infringement of any third party intellectual property rights.

Use of Art Festival's Logo, Name, Social Media Posts and Signage

The name "Penola Coonawarra Arts Festival" is a registered business name and may not be used without the Art Festival's written permission. The Arts Festival permits a registered Event-holder to use its name or logo for promotional purposes until 31 December 2020. The Arts Festival does not accept any responsibility or any claims, actions, liabilities, losses, demands, suits, proceedings, damages, expenses or costs arising out of or in respect of the use of the Arts Festival's logo or name, and in any case, in any amount in excess of the event registration amount.

Any reusable signage or promotional material provided to the Event-holder by the Arts Festival shall be returned to the Arts Festival.

The Arts Festival encourages the Event-holder to repost or forward the Arts Festival's social media and online information about the Arts Festival, to the Event-holder's own social media accounts and database.

Event Bookings and Visitor Counts

The Arts Festival collects information on the number of visitors to the Arts Festival and the impact holding the Arts Festival has for our community. This is done to attract financial grants and community backing for future Arts Festivals. It is for this reason the Arts Festival encourages Event-holders to take bookings for its event or record visitor numbers to its event, and we ask that information is shared with the Arts Festival.

The Event-holder is responsible for deciding whether to require bookings or charge an entry fee, online or by phone or email, or estimate the visitors who walk-in to the event.

The Arts Festival can offer to list FREE Event-holders' events on its TryBooking account – the website visitors can book for the events arranged by the Arts Festival. This year, the Arts Festival is unable to collect and pass-on ticket sale monies on behalf of the Event-holder and so is only offering to list Event-holders' events on TryBooking that are FREE entry. We are looking into an integrated ticket booking solutions for Event-holders for future Arts Festivals.

Approved Wording

The Arts Festival agrees to use the approved wording promoting the event provided by the Event-holder without substantive change, provided the approved wording is accepted by the Arts Festival and within the stipulated maximum word limit. The Arts Festival will make reasonable attempts to incorporate a change to an Event-holder's approved wording requested in writing, however the Arts Festival accepts no responsibility for and the Event-holder indemnifies the Art Festival against any claims, actions, liabilities, losses, demands, suits, proceedings, damages, cost or expense from use of the approved wording provided by the Event-holder.

If the Event-holder does not provide approved wording by the due date or within the word limit requested, the Event-holder consents to the Arts Festival use of the Event-holder's name and logo with wording approved by the Arts Festival, for the purposes of this agreement.

Consent to Communications from the Arts Festival

The Event-holder consents to the Arts Festival contacting the Event-holder in relation to this agreement and for the purposes of promoting the Arts Festival by any method for which details have been provided by the Event-holder, including electronic communications. The Arts Festival agrees not to share the Event-holder's contact details with any other person or organisation, other than for the purposes of this agreement. The Event-holder may unsubscribe from communications by contacting the Arts Festival at events@artsfestival.com.au or by mail at PO Box 318, Penola SA 5277.

Event-holder's Responsibilities

The Event-holder accepts liability and indemnifies the Arts Festival for any claims, actions, expenses, losses, demands, suits, proceedings, damages, or costs arising out of or in respect of the event held by the event-holder, and agrees it is the Event-holder's responsibility to:

- promote the event and the Event-holder's involvement in the Arts Festival on the terms of this agreement
- engage the artist or performers exhibiting at the event
- provide a suitable and safe venue for the event and adequate staff during the event opening times
- collect and provide data requested by the Arts Festival of the number of visitors who attend the event
- if applicable, comply with work health and safety standards and CFS fire safety requirements for the event
- if applicable, obtain and comply with any permits required from the council for the event
- if applicable, obtain and comply with liquor licensing regulations including responsible service of alcohol at the event
- provide and manage waste disposal and sufficient clean toilets at the event
- if the event is described as providing supervision for children (without parental supervision), offer that supervision consistent with 'Working with Children' requirements at the event
- have appropriate public liability and event insurances for the event
- collect and manage bookings, RSVPs, tickets, entry costs and sales receipts for the event

Event-holder registration fee

We have introduced a small event registration fee to assist support the sustainability of the festival and the cost of co-ordinating the program design and print, website maintenance – the labour involved is generously *all* provided on a volunteer basis however there are still growing costs involved. For those events featured in the program the fee is a bit more but we are also mindful to be inclusive of those who wish to participate in the festival with lower to nil cost options, depending on the level of support the Event-holder wishes to provide to the Arts Festival and receive in return.

Duration of Event-holder Agreement

This agreement ends on 31 December 2020. Each party agrees to act at all times in a manner which is consistent with the good name, goodwill and reputation of the parties and agrees not to take any action which may damage the other party's reputation, name or logo in connection with this agreement. Either party may terminate this agreement if either party brings the other into disrepute. The Arts Festival may terminate this Agreement on written notice to the Event-holder, in particular if the Event-holder fails to pay the event registration amount to the Arts Festival or meet the Event-holders' responsibilities under this agreement. On termination of this agreement for any reason, the Event-holder will not be entitled to any refund of the event registration amount.

Nothing in this agreement creates any relationship of employment, agency or partnership. This agreement contains the entire agreement and may only be varied in writing. This agreement is governed by the law of South Australia. A waiver of an obligation by a party is not a waiver of any other obligation under this agreement.

The Arts Festival's support for Event-holders

The support of the Arts Festival includes being acknowledged as an Event-holder helping to bring the Arts Festival to life! For others, just knowing you are contributing to the promotion of the arts and our region and the enjoyment of so many people, is a buzz. The Arts Festival is very important to much of the Penola-Coonawarra community, bringing into our community many opportunities to learn and enjoy experiences in the arts, for the kids, adults, families, the elderly, local organisations and our visitors to the Limestone Coast region. Additionally, the support for Event-holders offered by the Arts Festival includes:

Arts Festival Support	Tier 1 – Featured Event	Tier 2 – Registered Event	Tier 3 – Later Registered Event	Tier 4 – Later Registered Event
EVENT REGISTRATION AMOUNT Event-holders who pay the event registration amount by 28 February 2020 will be included in the official printed program for the Arts Festival and later registered events will receive the support the Arts Festival can reasonably provide.	\$100 due by 28 February 2020	\$50 due by 28 February 2020	\$50 due by 31 March 2020	\$Nil due by 31 March 2020
FESTIVAL NAME, LOGO AND SIGNAGE Event-holders are permitted to use the Arts Festival registered name, logo, signage and promotional materials provided by the Arts Festival for commercial purposes. We ask any reusable flags or signage is returned to the Arts Festival for use in future years.	✓	✓	✓	✓
FEATURED EVENT OR OPENING TIME Featured Events are offered a featured time during the Arts Festival that does not conflict with any other Featured Event, and is included on The Art Trail, to encourage maximum attendance and flow of movement of visitors to these events.	✓	✗	✗	✗
THE ART TRAIL Featured Events will be included in The Arts Trail, to encourage maximum attendance and movement of visitors to these events.	✓	✗	✗	✗
OFFICIAL PRINTED FESTIVAL PROGRAM Featured Events and Registered Events paid before 28 February 2020 event details and description are included in the official printed festival program with an additional promotion of the Featured Events, using the approved wording provided by the Event-holder.	✓ Event details +25–50 words description +50 words promotion	✓ Event details +25 words description	✗	✗
WEBSITE AND FACEBOOK All registered events details are listed on the Arts Festival's website and as an event on the Arts Festival Facebook page, plus a description and promotion (for Featured Events only) using the approved wording provide by the Event-holder.	✓ Event details +25–50 words description +50 words promotion	✓ Event details +25–50 words description	✓ Event details +25 words description	✓ Event details only
SOCIAL MEDIA All registered events are posted on the Arts Festival's social media accounts including Facebook and Instagram leading up to and during the Arts Festival.	✓ 2+ posts	✓ 1+ post	✓ 1+ post	✓ 1 collective post
HONOURED GUESTS Event-holders are invited as honoured guests to official Arts Festival events including the official Festival Program Launch (with the first chance to purchase tickets to Arts Festival events before being offered to the public) and the John Shaw Neilson Prize Opening Night at the Arts Festival.	✓	✓	✓	✓