



Artown 2022 Presenter Handbook & Agreement

The Artown 2022 Presenter Handbook is intended to provide information regarding presenting your arts and culture events for the Artown festival held each July in Washoe County. The Handbook is a guide and reference document for best practices that provides general information regarding Portal processes, venues, insurance, permits, licensing, agency submittals and marketing. Filling out the information and signature lines in this document does not constitute festival registration.

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(c)3 organization that coordinates a month long arts festival in Reno, Nevada. This year the festival will run from Friday, July 1 through Sunday, July 31. Artown began in 1996 as a way to rejuvenate Reno's downtown, and has grown into a way to re-define the region as a arts, culture and entertainment magnet. July of 2019 (our last full festival year of data collection and reporting) saw 310,000+

attendees. The festival hosted 493 County-wide events, exhibits and performances and coordinated with over 100 presenting organizations.

The festival events, 90% of which are produced by community artists and organizations themselves, include: art events and productions of all genres: music, dance, theater, visual arts, performance, literary, historical, cultural, movies, opera, etc. Utilizing sponsorships and grants, Artown programs and produces ~10% of the overall events that take place over 31-days in July. You, the Presenters, are tasked to in short “Pick a date, find a venue and do a show!”

Artown does not sponsor your event; Artown helps market it by publishing your event on the Artown website calendar and lists your event(s) in 50,000 Little Book calendars in English and 5,000 in Spanish. Artown may be asked to assist in getting your event(s) showcased, highlighted or advertised in local and regional print, television and radio media. Artown cannot guarantee any specific media coverage of your event, but will work with media to include your event in our overall festival promotions, as opportunities arise. Be sure to let the Artown team know why and how your event is unique and appealing to the general public and niche populations. Always remember that the most effective promotion is YOU telling everyone you know, about the time(s), place(s) and date(s) of your event(s).

Who Can Present at Artown?

Artown offers you the 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 open to the public. Each Presenter will likely have a conversation with our office at some point during the registration and promotion process and we encourage each Presenter to not hesitate in asking for assistance, information and referrals as the need arises.

Presenters are responsible for **all expenses** and **coordination** of their events and Artown takes no registration fees, commissions or profit from your event(s) whatsoever. There is no entry fee to present in Artown.

Artown does not mandate that events must be free. Presenters may charge for your event, unless other stipulations, such as a funding source(s), mandate that you do. However, because over 70% of events held during Artown in July are free, please carefully consider the impact of ticketing your event on your attendance and intended audiences.

Artown reserves the right to deny your event registration and has done so in rare instances. Artown may also limit the number of events an organization may enter into the Presenter Portal.

How Do I Become an Artown Presenter in 2022?

To participate in Artown 2022, you must submit your event online via Artown's Presenter Portal and then must it be reviewed and approved by the marketing division. Once approved, your event will be included in the festival printed collateral. Artown will also include your event in media opportunities, if available. In return, you as a Presenter, agree to promote your event as a part of Artown 2022 (See the Presenter Agreement for details).

For more information or questions, contact Oliver X at (775) 322-1538 or email oliver@artown.org

Presenter Portal Submissions Open From – January 14 – March 31, 2022

Prior to Your Presenter Portal Submission:

- READ all of this document
- 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 31th deadline, cannot be accepted and published in Artown's printed festival calendar, affectionately known as "The Little Book."**
- **The Portal Times Out!** In order to protect your personal information, your Portal sessions will time out after a period of

inactivity and after a set duration. So, it is important to have all of your event information confirmed, ready and close at hand before you seek to register your Artown 2022 event(s). The Presenter Portal data entry and uploading process is detailed and you will have a limited time to enter it before timing out and losing the data you just entered.

- Prepare your long event description (which has been increased from **500** to a **1500**-character/space maximum—a *character* is a keystroke), and short description (60-character/space maximum) prior to your online submission. The 1500 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 (The Little Book).
- **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.
- Your submission will be reviewed by Artown and you will receive notification of your acceptance to present at Artown via email notification. Please note that, due to the volume of submittals and the limitations of the printed calendar formatting of the Little Book, your event might be modified to fit the format. For example, your short description is the description that will appear with your artown.org banner photo and will also be used as your event title in The Little Book.
- **Pictures** – Did you know that this is the most critically important aspect for the promotional marketing success of your Artown event? Please send us a banner photo oriented horizontally (landscape) at 1100 pixels wide x 400 pixels high for your “cover photo” which will appear large on the Artown website. Properly formatted photos allow for your images to fill the screen effectively. Portrait or vertically oriented photos meant to appear as banner or cover photos tend to get cut off.

Funding Resources

By the time you are ready to present your July Artown event, most artists and organizations have already obtained and secured--or at least applied for--grant funding.

Here are three organizations to source for grant funding applications. Note: check for application deadlines with the following agencies as some deadlines will have already passed for calendar year 2022:

- **City of Reno Arts & Culture Commission**
- **Nevada Arts Council**
- **Sierra Arts Foundation.**

Partnering With Other Organizations

Presenters may find it helpful to partner or collaborate with another organization or individual. This may help you obtain greater resources and recognition and help with event expenses. Presenters are encouraged to stay in communication with Artown and any potential partnering organizations in planning for events.

Issues When Partnering

Be mindful that when partnering with an organization that has never presented at Artown, that each Presenter typically has a log-in and password that is tied to a single unique (prior) registrant or event. It usually is a representative of an organization who has some working knowledge of how to navigate the Portal process and who has submitted events through their organization and not necessarily through their new partner affiliation. Choosing the right person to upload your events, who has your passwords, may help you expedite the process.

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. An updated list of venues is available in April, once the

Presenter Portal entries are all in and new venues have come aboard. Call Oliver X for more info at 775.322.1538 or email oliver@artown.org.

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, or any other City or County run park facility – please contact Artown regarding your event date prior to attempting to rent the facility. **Artown does not rent out these facilities.** Artown may be able to assist you in coordinating with the City and County to confirm the production date and availability through Artown’s Festival Manager Raquel Monserrat.

Start planning your venue acquisition early. 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.

Insurance

Presenters will provide Artown with current proof that you are insured for the dates and times of your event. Proof of insurance must be provided to Artown by Wednesday, June 1, 2022.

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 does not specifically endorse any insurance company. Artown reserves the right to request proof of insurance for any Artown event.

Licensing

Remember: There are local, State and Federal regulations on licensing for vending and event performances. Artown does not cover these requirements for presenters. It is your responsibility to make sure that you have all of your licensing and permitting in place and that all your vendors and performers have their music clearances well in advance of their performances 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. A new system that designates the age-appropriateness of each Presenter event is now featured as a required data cell for each Presenter to select (in a drop down menu that you select) on Page 1 of the Presenter Portal submission form.

Portal Photo Entries and Little Book Photos

For pictures to be used on the website, they must be 1100 x 400 pixels wide and at 72 dpi. 300 dpi CMYK photo files intended for print consideration for The Little Book, may also be emailed to: oliver@artown.org. Please reference your event ID number, event name and date when submitting these photos via email. Press releases must be submitted through the Artown Presenter Portal.

Remember that Artown cannot guarantee the publication of pictures in The Little Book, nor can Artown guarantee that your press releases will get picked up. Artown will assist you in writing PSAs. Although Artown will seek out the maximum coverage for your event, the decision of publication ultimately is in the hands of the respective media managers. 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 with your event submittal. Artown does not distribute individual releases but acts as a conduit to the press.

A sample of Artown's current Media List is available by request.

Presenters are required to include the Artown logo (placed prominently) in all your media and promotional materials related to your event. Artown is happy to provide logos in a variety of file types,

but prefers you use layered files due to their aesthetic value and flexibility against all backgrounds. Artown requests that you submit promotional and media related materials to our office in advance for review prior to production or distribution of those materials.

Artown
Contact Information

Office Manager

Mike Esposito
(775) 322-1538

office@renoisartown.com

Festival Assistant

Raquel Monserrat
(775) 322-1538

raquel@renoisartown.com

Marketing Director

Oliver X
(775) 322-1538

jennifer@renoisartown.com

Executive Director

Beth Macmillan
(775) 322-1538

beth@renoisartown.com

Physical Address:

528 W. 1st Street
Reno, NV 89503

Phone (775) 322-1538, Fax (775) 322-8777



PRESENTER AGREEMENT 2022

Artown 2022 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: _____

Event ID#(s): _____

Event Date(s): _____

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 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 on or before Wednesday, August 31st. Please e-mail your event attendance and your final Profit and Loss statement to oliver@artown.org. 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@artown.org.

- ◆ 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 below must be submitted to Artown with your event submission, in order for your event to be included on the Artown website, calendar listings and The Little Book.

These items must be submitted with your event submission:

- ◆ **Signed and dated Presenter 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 Little Book.
- ◆ **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 Wednesday, August 31st

- ◆ Attendance and budget figures due to Artown.

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.
- ◆ 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.**
- ◆ Support and structure for the successful presentation of your event.

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.

Artown 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 you as a presenter. However, venues and artists in all disciplines have been challenged to remain open during Covid-19 and artists, organizations and venues have had to adjust to the new realities posed by pandemic health concerns. 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 as soon as possible. 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 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 name and organization name agree(s) to the above stated terms.)

Signed by _____

Signed by: _____
Oliver X

Print Name: _____

Title: _____

Title: Marketing Director

Organization _____

Organization Artown

Date: _____

Date: _____

If you have any questions or concerns about this agreement, please contact Oliver X at Artown, (775) 322-1538 or oliver@artown.org.

**Thank you so much for your support and for being a part of Artown
2022!**