



## **Artown 2023 Presenter Handbook & Letter of Agreement**

The Artown 2023 Presenter Handbook & Letter of Agreement is intended to provide information regarding presenting your arts events for the Artown festival held each July in Reno, Nevada, and surrounding cities. The Presenter Handbook is a guide and reference document for best practices and imperatives that provides general information regarding portal processes, venues, insurance, permits, licensing, agency submittals and marketing, and specific requirements for presenters. Presenters are required to download print, sign, and submit the Letter of Agreement portion of this document with their portal entries in order to participate in Artown 2023.

**The 2023 [Artown Presenter Portal](#), the means by which artists and organizations register for and upload their events to the Artown website, opens January 1 and closes March 31, 2023. It is free to register for Artown!**

### **What is Artown?**

Artown is a non-profit 501(c)3 organization that coordinates a month-long multidisciplinary festival of the arts in Reno, Nevada of the same name. In 2023, the festival will run from **Saturday, July 1** through **Monday, July 31**.

*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 began in 1996 as a way to rejuvenate Reno's downtown and has grown into a way to redefine the region as an arts, culture, and entertainment magnet. July of 2022 saw 281,000+ attendees/spectators. The festival hosted 583 City and County-wide events, exhibits and performances, and coordinated with over 403 registered artists and organizations.

The festival events, 90% of which are produced by community artists and organizations themselves, include art events and productions of all artistic genres and maker creations. Utilizing sponsorships and grants, Artown programs and produces ~10% of the overall events that take place over 31 continuous 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**

Each Artown presenter is responsible for your own ticket sales, promotion, means and methods of sales, ticket pricing, processing, and funds collection from the proceeds of those sales, and all related logistics. Presenter event expenses **are yours entirely. Artown takes no cut of your proceeds whatsoever.**

Artown helps market your event by publishing them on the Artown website and web calendar; lists your event(s) in 50,000+ Little Book festival guides in English and 5,000 festival guides in Spanish. Artown may 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 how and why your event is unique and appealing to the general public and to niche populations by making a press release and entering it during the portal uploading process. Remember that the promotional activity that you have the most influence over is YOU and your organization telling everyone you know about the time(s), place(s) and date(s) of your event(s).

### **Who Can Present at Artown?**

Artown is for everyone. Artown offers you the opportunity to showcase your talents and to promote the great work you produce all year for public presentation and exposure in July. Your event must be art and/or maker-focused and must be open to the public.

Again, 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 at 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 not. However, because over 75% of events held during Artown in July are free, so, please carefully consider the impact of ticketing your event on your attendance and intended audience(s). That said, for a few venues, artists and creators who charge fees, admission or have ticketed events, Artown can be “Christmas in July.”

**Artown reserves the right to deny your event registration and has done so, in rare instances, for cause. Artown may also limit the number of events an organization may enter into the Presenter Portal—but again, that’s a rarity.**

### **How Do I Become an Artown Presenter in 2023?**

To participate in Artown 2023, you must submit your event online via Artown’s [Presenter Portal](#) and then it will be reviewed and approved by the marketing division. Once approved, your event will be eligible to be included in the festival’s printed collateral and digital marketing platform(s). 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 2023 (See the Presenter Agreement for details).

For more information or questions, contact Oliver X at 775.322.1538 or email [oliver@artown.org](mailto:oliver@artown.org)

**Presenter Portal Submissions are open Sunday, January 1 and close on Friday, March 31, 2022, at midnight.**

### **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 (if applicable), the title, and contact information for your event. **Submissions that do not have complete information on or before the Friday, March 31st deadline, cannot be accepted and published in Artown’s printed festival calendar, affectionately known as “The Little Book,” nor can they be added to the Artown website calendar of events. March 31 is the hard deadline.**
- **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 2023 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** (a 500-keystroke summary of your event details) and the **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 on your event page. The 60-character event description will be published in Artown’s printed calendar festival guide (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 in your inbox. Please note that, due to the volume of submittals and the limitations of the printed calendar formatting of the Little Book, your event description(s) might be modified to fit the space and format. For example, your short description is the text caption that will appear on/inside your artown.org banner/cover photo.
- Titling your event. The word “Artown” cannot appear in your event title. That would imply that Artown is producing and presenting your event.
- **Pictures** – Having great photos 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 will have already obtained and secured--or at least applied for--grant funding from regional and State agencies.

Here are two 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 2023:

- **Nevada Arts Council**
- **Sierra Arts Foundation**

## Partnering With Other Organizations

Presenters may find it helpful to partner or collaborate with another organization or individuals. This may help you obtain greater operational resources and public recognition, while also potentially reducing your event expenses.

## Issues When Partnering

Be mindful that when partnering with an organization for an Artown, that each past Presenter typically has an Artown log-in and password that is tied to a single unique (or prior) registrant, individual or event from past years. 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 with a unique password and login you may need to access to register your event. Choosing the right person to upload your events, who has the requisite passwords, may help you expedite the process. In some instances, Artown can recover the login and password for you from our database.

## Venues

Artown does not own **any** performance venues and does not rent out any venues for presenters. Although Artown may have some ideas for venues you can consider for your event, it is your responsibility to secure your event location and venue. An updated list of venues is now available. Call Oliver X for more info at 775.322.1538 or email [oliver@artown.org](mailto: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, Idlewild, 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 but may be able to point you to the correct City of County personnel to secure your park or venue rental.**

**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 for use of their venues, structures and spaces.

## Insurance

Presenters are required to check a box within the four-page registration portal verifying that they have secured insurance for their 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 2<sup>nd</sup> 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 2<sup>nd</sup> 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 (2<sup>nd</sup> 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](mailto: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 through the press releases you provide and upload to the Presenter Portal.

**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@renoartown.com](mailto:office@renoartown.com)

#### Festival Manager

Clyde Takahashi  
775.322.1538

[raquel@renoartown.com](mailto:raquel@renoartown.com)

#### Marketing Director

Oliver X  
775.322.1538

[jennifer@renoartown.com](mailto:jennifer@renoartown.com)

#### Executive Director

Beth Macmillan  
775.322.1538

[beth@renoartown.com](mailto:beth@renoartown.com)

#### Physical Address:

528 W. 1<sup>st</sup> Street  
Reno, NV 89503

Phone 775.322-1538, Fax 775.322.8777



## PRESENTER LETTER OF AGREEMENT 2023

### Artown 2023 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): \_\_\_\_\_

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 August 1-15. Please e-mail your event attendance figures and your final Profit and Loss statement to [oliver@artown.org](mailto:oliver@artown.org). This information is critical for compiling the Artown Final Report.

Please follow this format:

Total Budget \$

Total Expenses \$ \_\_\_\_\_

- ◆ **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 consult directly with the City of Reno *and* if you choose to be a registered Artown event and be in the Little Book and on the website you must complete your process with the City on or before March 31 in order to be an Artown event.**
- ◆ 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 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 they will not be recognized in the Artown Little Book.

**After the Festival - Due Monday, August 1-15:** 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(s) 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 attendees and ultimately negatively impacts attendance, the reputation of the festival--and you--as a presenter. 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

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(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](mailto:oliver@artown.org)**

**Thank you so much for your support and for being a part of Artown 2023!**