

Led by the Arts Council of Moore County and the Convention & Visitor's Bureau Pinehurst, Southern Pines, Aberdeen Area, 2010 Palustris Festival was a huge success with over 8,000 people attending over 100 events at 32 Moore County venues! As we strive to make 2011 Palustris Festival bigger and better, we invite you to take part in the 4-day "arts madness" on March 24-27, 2011!

The Palustris Festival seeks to showcase what makes Moore County special: artists, musicians, and writers we produce locally and attract from all over the world, variety of art galleries, scenic beauty, deep-rooted history, world-class golf, hotels, restaurants, retail shops, equestrian life, and more. Palustris events may utilize any local venue, including theaters, auditoriums, parks, churches, and galleries for concerts, art exhibits, children & family events, historical tours, lectures, films, etc. You are only limited by your creativity.

PALUSTRIS FESTIVAL ENDORSEMENT PROCESS

In order for the 2011 Palustris Festival to be successful, we are calling all Event Partners (arts organizations, businesses, and other groups that present a festival event) to participate in many ways, including hosting or presenting a concert, art exhibit, tour or other public arts event. In order for an event to be endorsed by the Palustris Festival, it must be in line with the festival's focus of "Celebrating Visual, Literary and Performing Arts."

Event Partners must complete and return one application for each event seeking festival endorsement. Additional copies of this application may be downloaded at www.PalustrisFestival.com.

DEADLINES FOR PALUSTRIS FESTIVAL 2011

1. **Early Bird Deadline – Wednesday, September 15, 2010:** This deadline allows your event to receive scheduling priority, maximum marketing exposure, early listing on Palustris online calendar, and the best chance to have your event bundled in hotel and restaurant packages.
2. **Final Deadline – Friday, January 7, 2011:** No events will be added after this date, as it does not allow enough time for adequate promotion by the Palustris Festival and its marketing partners.

EVENT PARTNERS REQUIREMENTS & INFORMATION

- The Palustris Festival does not promote or advertise individual festival events. Instead, the Palustris marketing campaign is designed to attract festival goers from all over the state, and beyond, to travel to Moore County during the festival. All endorsed events will be included on the Palustris Festival's website, program, and other marketing and promotions, as space will allow.
- The Palustris Festival is not responsible for any event-related expenses. Likewise, any revenue generated by each event will remain the property of the Event Partner responsible for said event.
- Event Partners may choose the event(s) they wish to present during Palustris and will be responsible for all arrangements for the event(s), including securing artist and venue, soliciting volunteers, handling ticket sales, event programs, etc.
- Event Partners are expected to cooperate in regards to event scheduling, marketing coordination, audience survey distribution, and providing up to 4 complimentary tickets (if requested) to each Palustris event for the purposes of event reviews or allowing Festival sponsors to attend.
- Event Partners that receive endorsement for their event(s) will be responsible for a marketing fee of \$100 (due with application) to cover part of the Palustris marketing expenses.
- In an effort to make Palustris events accessible to the broadest possible audience, Event Partners must offer tickets or entrance to their events in the price range of \$0-\$25 per person.
- To make sure events are successful, Event Partners are encouraged to provide additional promotional efforts. All promotional materials for events must include the Palustris Festival logo and credit as follows: "This event is part of the Palustris Festival, which is presented by the Arts Council of Moore County and the Convention & Visitor's Bureau Pinehurst, Southern Pines, Aberdeen Area. More information available at www.PalustrisFestival.com." Failure to properly credit Palustris will render the Event Partner ineligible for endorsement for at least one year.

Should you have any questions regarding your application, please contact Chris Dunn at (910) 692-2787 or info@palustrisfestival.com.

(Print or type and complete one application per event with information as you wish it to appear in all Palustris promotions.)

PART A: GENERAL EVENT INFORMATION

1. Name of Organization/Group: _____
2. Palustris Event Name: _____
3. Event Format (*Please check one*)
 Concert Film Tour Street Fair
 Theater Lecture/Reading Art Exhibit Other _____
4. Date of Event (*Please rank the following dates from 1 to 4 in order of preference*):
_____ Thu., March 24 _____ Fri., March 25 _____ Sat., March 26 _____ Sun., March 27
5. Event Start Time: _____ Event End Time: _____ Is this time flexible? Yes No
6. Event Location: _____
7. Location Physical Address: _____ City: _____
8. Event Phone: _____ Contact Name: _____
9. Event Email: _____ Website: _____
10. Ticket Price: Free Adult = \$ _____ Senior = \$ _____ Child = \$ _____ Donation = \$ _____
 Advance = \$ _____ At Door = \$ _____ Other _____
11. Event Information/Tickets Phone (*if different from #8 above*): _____
12. 50-word Description of Event: _____

11. Attire for event (*formal, casual, walking shoes, etc.*)? _____
12. Do you need volunteers for your event? Yes No If Yes, how many? _____
13. Is the event appropriate for Children/Families? Yes No If Yes, age range? _____
14. How many Palustris posters do you need for your venue? _____
15. Do you want Palustris to sell your tickets online at eTix.com? Yes No

PART B: SUPPORTING MATERIALS

Please include the following with your application:

1. Digital logo of group and photos of artist(s)/event(s) on CD or email to info@palustrisfestival.com.
2. \$100 Marketing Fee payable to "ACMC." (Refundable if event does not receive endorsement.)
3. Organization biography and performance history. Include brochure(s), if available.

PART C: PALUSTRIS EVENT DEADLINES

Early Bird Deadline: Wednesday, September 15, 2010 **Final Deadline:** Friday, January 7, 2011

Please submit all complete applications by one of the deadlines mentioned above to: Chris Dunn, Arts Council of Moore County, P.O. Box 405, Southern Pines, NC 28388 or deliver to Campbell House, 482 E. Connecticut Ave., Southern Pines, NC. For additional information and questions about Palustris, please contact Chris at 910.692.2787 or info@palustrisfestival.com.