

Welcome to the 2015 Palustris Arts Festival! To celebrate our 5th year, the Arts Council of Moore County is seeking fun, fresh, unique, and creative events for the Palustris Arts Festival, and any arts organization, business, club, or artist may submit an event to participate. The goal of the Palustris Arts Festival is to “Engage Moore County Residents & Visitors in a fun immersive Arts & Culture Experience” by presenting events that will attract thousands of Moore County residents and visitors to attend the festival on March 26-29, 2015. So, give us your most creative event worthy of celebrating the arts!

OFFICIAL EVENT SELECTION PROCESS

In response to feedback from past Palustris audiences and event presenters, the selection process has been revamped so that ALL events will be juried (or chosen) to be in the festival as official events. For these official events, Palustris will choose the events that will engage festival audiences with unique arts experiences and schedule these events to allow for larger attendance. While this may result in fewer events than in years past, we believe it will make Palustris better for your audiences.

For your event to be chosen as an official Palustris event, it must adhere to the following guidelines:

1. All Palustris events must celebrate the visual, literary and/or performing arts.
2. A complete application *per event* must be submitted by **5 PM on October 17, 2014**. You will be notified by October 27, 2014 if your event(s) is chosen. Late applications will be considered, but only after timely applications are reviewed and scheduled. Events submitted after January 5, 2015 will be accepted at the discretion of the Palustris Festival. This application is available for download at www.PalustrisFestival.com.
3. **NEW:** All Applicants whose event(s) is selected will be responsible for a marketing fee of \$100 *per event*, due with application. The fee will increase to \$200 *per event* if application is received after the deadline, with no guarantee of selection. Application fee(s) for event(s) not selected will be refunded.
4. **NEW:** To better serve Palustris audiences, ALL sales for events that require tickets, fees, reservations, and registrations will be handled through Palustris’ website and at select ticket outlets (no exceptions). Palustris will charge a 10% commission on gross ticket/fee sales for each event.
5. **NEW:** Palustris will create and sell themed packages containing events that complement each other, but also contain time within the package to allow for dining, shopping, or other unique experiences. All package sales will be handled by the Palustris Arts Festival.
6. Palustris will promote all official events with a marketing campaign designed to highlight the best of each event, drive visitors to the Palustris website, and sell tickets for each event. Only official events will be included in Palustris promotions, website, and schedule, if application deadlines are met.
7. Applicants must be willing to cooperate with event scheduling, event pricing, marketing coordination, audience surveys, and if requested, complimentary tickets (if available) to each event for the purposes of media or allowing Palustris sponsors to attend. The number of complimentary tickets would be: 1-4 tickets for venues under 100 seats; 5-10 tickets for 101-361 seats; 11-20 tickets for 362+ seats.
8. Applicants are responsible for all arrangements for their event(s), including securing artist, venue, staff, volunteers, ticket pricing, printing, etc. The Palustris Arts Festival is not responsible for any event-related expenses. Likewise, all revenue generated by an event will be paid to the applicant within three weeks after the Palustris Festival ends, minus any sales commissions.
9. All promotional materials for each event must include the Palustris Festival logo and/or credit as follows: “This event is a part of the Palustris Arts Festival, which is presented by the Arts Council of Moore County. More information available at www.PalustrisFestival.com.” Failure to properly credit Palustris will render the applicant ineligible for participation for at least one year. Palustris Festival logo is available at www.PalustrisFestival.com or can be emailed.

For questions about your application, please contact Chris Dunn at 910-692-2787 or info@palustrisfestival.com. More information available at www.PalustrisFestival.com.

Palustris Festival

CELEBRATING VISUAL, LITERARY AND PERFORMING ARTS

EVENT APPLICATION 2015 Dates: March 26-29, 2015 Extended Deadline: October 17, 2014

(Please print or type one COMPLETE application per event with information as you wish it to appear in all Palustris promotions.)

GENERAL EVENT INFORMATION

1. Name of Organization/Group: _____

2. Title of Palustris Event: _____

3. Format of Event: Performing (Music, Theatre, Dance, Film) Visual Art Workshop/Hands-On
(Please check one) Lecture Tour Other (explain) _____

4. Available Dates for Events: _____ Fri., March 27 _____ Sat., March, 28 _____ Sun., March, 29
[NOTE: To eliminate evening conflicts, there will only be one official Palustris event chosen per night. For this reason, please rank your event dates of choice from 1-3. We will do our best to honor your 1st choice. There will only be one Palustris event presented on Thu., March 26th to open the festival and Fri., March 27 has already been scheduled too.]

5. Event Start Time: _____ Event End Time: _____ Is this time flexible? Yes No
Art galleries may open earlier & close later, but the festival's published hours will be as follows: Fri.-Sat.: 10a-4p; Sun.: 1-4p.

6. Event Location: _____ Indoors Outdoors

6a. Physical/GPS Address: _____ City: _____

6b. Alternate Weather Location (if needed): _____

6c. Weather Location Address: _____ City: _____

7. Event Phone: _____ Contact Name: _____

8. Event Email: _____ Website: _____

9. Ticket Price (Must include sales commission):
 Free Adult = \$ _____ Senior = \$ _____ Child = \$ _____ Donation = \$ _____
 Advance = \$ _____ At Door = \$ _____ Other _____

10. Event Information/Tickets Phone (if different from #7 above): _____
[NOTE: This needs to be a phone number for the event that will be answered leading up and throughout the festival.]

11. Event Description (Use a separate page if you need more space.): _____

12. Recommended attire for event (formal, casual, walking shoes, etc.)? _____

13. Do you need volunteers for your event? Yes No If Yes, how many? _____

14. Is the event appropriate for Children/Families? Yes No If Yes, age range? _____

15. How many Palustris posters would you like for your venue? _____

16. Would you be interested in selling Palustris Festival merchandise at your venue? Yes No

SUPPORTING MATERIALS (Please check that you have provided all the following)

- Complete Palustris application (*one application per event*)
- Digital logo of organization and photos of artist(s)/event(s) on CD or email to info@palustrisfestival.com
- \$100 marketing fee *per event*, payable to "ACMC/Palustris" (Fee increases to \$200 after deadline.)

Send completed applications to the Arts Council of Moore County (P.O. Box 405, Southern Pines, NC 28388) or hand deliver to Campbell House Galleries (482 E. Connecticut Ave., Southern Pines, NC). For additional information and questions about the Palustris Arts Festival, please contact Chris Dunn at 910-692-ARTS (2787), info@palustrisfestival.com, or visit www.PalustrisFestival.com.