

# Palustris Arts Festival

## EVENT APPLICATION

2016 Dates: March 18-20, 2016 | NEW Deadline: November 25, 2015

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**Welcome to the 2016 Palustris Arts Festival!** The Arts Council of Moore County invites you to submit fun, fresh, unique, and creative events for the 6<sup>th</sup> annual Palustris Arts Festival. 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 fun immersive arts & cultural experiences by presenting events that will interest residents and visitors to attend the festival on March 18-20, 2016. So, give us your most creative event worthy of celebrating the arts!

### EVENT SELECTION GUIDELINES

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

- 1. Event Focus:** All Palustris events must celebrate the visual, literary and/or performing arts. Official events will be those that will best engage festival audiences with unique arts experiences.
- 2. Deadline:** A complete application *per event* must be submitted by the new deadline of **5 PM on November 25, 2015**. You will be notified by December 7, 2015 if your event(s) is chosen. Late applications will be considered, but only after timely applications are reviewed and scheduled. Events submitted after January 4, 2016 will only be accepted at the discretion of the Palustris Arts Festival.
- 3. Event Marketing Fee:** 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. Ticket Sales:** To better serve Palustris audiences, 50% of all sales for events requiring tickets or fees for reservations and registrations will be sold through Palustris’ website and at select ticket outlets. Palustris will charge a 10% commission on gross sales of ticket/fees it collects for each event. The remaining tickets can be sold by the event presenter in any manner they desire. Unsold tickets will be returned to the event presenter prior to event. Any ticket revenue collected by Palustris will be paid to the applicant within three weeks after the Palustris ends, minus any sales commissions.
- 5. Packages:** Palustris may 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 Palustris package sales will be handled by the Palustris Arts Festival.
- 6. Marketing:** 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. Event Cooperation:** Applicants must be willing to cooperate with event scheduling, event pricing, marketing coordination, audience surveys, and if requested, complimentary tickets to each event for the purposes of allowing media or Palustris sponsors to attend. The maximum 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. Event Responsibilities:** Applicants are responsible for all their event arrangements, 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 remain the property of the applicant responsible for said event, minus any commissions on ticket/fee sales collected by Palustris.
- 9. Palustris Logo & Credit Line:** All promotional materials for each event must include the Palustris Arts 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](http://www.PalustrisFestival.com).” Failure to properly credit Palustris will render the applicant ineligible for participation for at least one year. Palustris Arts Festival logo can be emailed by sending a request to [info@PalustrisFestival.com](mailto:info@PalustrisFestival.com).

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For questions about your application, please contact Chris Dunn at 910-692-2787 or [info@palustrisfestival.com](mailto:info@palustrisfestival.com). More information available at [www.PalustrisFestival.com](http://www.PalustrisFestival.com).

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(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 Title of Palustris Event: \_\_\_\_\_
2. Organization/Applicant Name: \_\_\_\_\_
3. Format of Event:  Performing (Music/Theatre/Dance)  Visual Art  Film  Workshop/Hands-On  
(Please check one)  Lecture  Tour  Other (explain) \_\_\_\_\_
4. Available Dates for Events: \_\_\_\_\_ Fri., March 18 \_\_\_\_\_ Sat., March 19 \_\_\_\_\_ Sun., March 20  
[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 1<sup>st</sup> choice.]
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: \_\_\_\_\_
  - 6b. Rainsite Location (if needed): \_\_\_\_\_
  - 6c. Rainsite Address: \_\_\_\_\_
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 to and throughout the festival.]
11. Event Description (Use a separate page if you need more space.): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
12. Suggested 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 Arts 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@palustisfestival.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 Arts Council offices (Campbell House, 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.