



2012 SANCTIONED EVENTS HANDBOOK



TIMELINE

- February 29, 2012 Application deadline
- March 13, 2012 Insurance & Fee payment deadline
Final day to submit event changes and updates for publishing
Rose Festival banners available for pick-up

2012 SANCTIONED EVENTS

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Portland Rose Festival -- goals and mission

The Portland Rose Festival named the best festival in the world for 2011 by the International Festival and Events Association continues to build bridges with our local and regional community. The Portland Rose Festival Foundation's mission is a celebration of the greater Portland region's quality of life.

The goal of the Portland Rose Festival Foundation's Sanctioned Events Program, awarded Gold as the top Community Outreach program (IFEA 2011), is to incorporate events that provide the potential for a broader base of community involvement for participants and observers.

Athletic events, arts fairs, fundraisers, concerts, and exhibitions are just some of the many types of community events sanctioned each year by the Rose Festival. The variety of these 50-60 Sanctioned Events adds depth and vitality to the Rose Festival calendar.

In order for the Portland Rose Festival Foundation to sanction your event, organizers and sponsors must comply with the guidelines outlined in this handbook.

The mission of the Portland Rose Festival Foundation is:

"The Portland Rose Festival Foundation is a non-profit that serves families and individuals with programs and events that promote the arts, education and volunteerism. We value environmental responsibility, cultural diversity, patriotism, and our historic and floral heritage."

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Requirements

In order for an event to be considered as a Rose Festival Sanctioned Event, it must:

- Fall between the dates of:
 - April 1 through May 19 for 'Prelude' Events
 - May 20 through June 10 for '**Celebration' Events**
 - June 11 and July 31 for 'Encore' events*(Events falling outside this timeline may be considered for sanctioning on a case-by-case basis)*

- Display one complimentary *Rose Festival banner on-site at your event. Updated banners available on request. Use of older Rose Festival banners is permitted.
- Use the Rose Festival logo in *all promotional materials (advertising, brochures, programs, etc.)

**Compliance on banner and logo use will be closely monitored by 2012 Sanctioned Events committee and included in evaluation reports to determine each event's continuing partnership eligibility.*

- Fit with the mission of the Portland Rose Festival Foundation
- Be produced by a nonprofit organization, or dedicate a percentage of the profits to a nonprofit organization. (That organization could be the Portland Rose Festival Foundation)
- Not focus on religious, political, ideological, social, or controversial themes or issues
- Be an appealing, quality event; potential Sanctioned Events usually have a proven history before they are granted Sanctioned Event status of the Rose Festival
- Provide the appropriate Sanctioned Event fee to the Rose Festival as described on page 7
- Obtain liability insurance policy of \$1,000,000 single limit that includes the Rose Festival as "certificate Holder" and provide a copy of the policy to the Foundation by no later than March 13, 2012.
- Provide the PRFF with at least two complimentary tickets (if a ticketed event) to be distributed to your sanctioned event liaison to attend your event

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Benefits

- **Calendar** listing in the Rose Festival spring brochure, distributed throughout the Northwest beginning in April (100,000 distribution)
- **Calendar** listing in the Rose Festival Parade Program and Rose Festival Calendar; sold at various Rose Festival events (10,000 distribution)
- **Detailed** listing (1/4 page) in Rose Festival General Media Guide; provided to local and regional media (200 distribution)
- **Calendar** listing on the Rose Festival's website, www.rosefestival.org, includes your contact info and link to your web site
- **Promote your event at the Rose Festival's CityFair Community Events booth - sign up for one or more days and use this opportunity to recruit volunteers, register participants and promote your unique event directly to Rose Festival fans.**
- Your poster or small banner and flyer displayed on the Sanctioned Events wall in the Rose Festival booth in the heart of the Rose Festival CityFair May 25 - June 10, 2012
- Twitter messaging with instant link to your event plus Bit-Ly web hit tracking
- Option to use the Rose Festival name in association with event, in event title, advertising, etc.
- Use of the Rose Festival logo for event advertising, publications, promotional materials, etc. All events must update yearly.
- One complimentary Rose Festival banner for on-site display at your event
- A personal liaison from the Foundation's board of directors

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Highlight Event Status

Highlight events include the events produced by the Portland Rose Festival Foundation each spring. In addition, community events have the opportunity to be accepted for sanctioning as a highlight event.

Highlight Sanctioned Events receive the same benefits of a sanctioned event and the **additional promotional value of being positioned along with major Rose Festival events** wherever the highlight event calendar is listed. Specific benefits of highlight event status are listed below.

Highlight Event Benefits

- Event/calendar listings as a Rose Festival **core** event in all publications and press releases
- Calendar listing in the Rose Festival Spring Brochure; distributed throughout the Northwest beginning in April (100,000 distribution)
- Calendar listing in the Rose Festival Parade Program; sold at various Rose Festival events (10,000 distribution)
- One-page event description in the Rose Festival General Media Guide provided to local and regional media (200 distribution)
- One full page on the Rose Festival's website with a link to your website
- The opportunity to distribute event brochures through the PRFF office
- First choice of Rose Festival CityFair Community Events booth schedule

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Fees

Fees are an essential source of funding for the PRFF promotional materials (in which Sanctioned Events are listed). In addition, fees provide overhead support for the PRFF activities. Fees are based on the event's duration. Sanctioning fees will not exceed \$2,000 for non-highlight status.

The following is a breakdown of sanctioned event fees:

- | | |
|---|------------------|
| • Sanctioned Event with duration of 1-2 days | \$400 |
| • Sanctioned Event with duration of 3-4 days | \$500 |
| • Sanctioned Event with duration of 5-7 days | \$600 |
| • Sanctioned Event with duration of 8-12 days | \$800 |
| • Sanctioned Event with duration of 13 or more days | \$1,000 |
| • Highlight sanctioned event | \$4,000 (and up) |

Sanctioned Events that utilize the support of corporate sponsors and obtain name recognition in the title of the event must pay an additional fee based on the size of sponsorship support. This does not apply to Highlight Sanctioned Events.

- | | |
|--|---------|
| • Not more than \$10,000 cash or in-kind contributions | \$500 |
| • More than \$10,000 cash or in-kind contributions | \$1,000 |

Should an event's sponsorship status change after application prior to printed materials being produced, any above fees may either be assessed or refunded.

Registration of Sponsors

The names of all potential event sponsors in excess of \$1,000 must be registered with the Foundation on your Sanctioned Event application. If a sponsor comes aboard after your Sanctioned Event application has been completed and approved, event organizers must notify the Rose Festival as soon as possible.

The Portland Rose Festival Foundation reserves the right to reject certain sponsors if the sponsor's product or service is considered inappropriate for the PRFF, such as a product or service that competes directly with the product or service of an existing Rose Festival event sponsor or if the proposed sponsor is an existing sponsor of another Rose Festival event and such solicitation, in the reasonable judgment of the PRFF, would jeopardize the continued existence of that corporate sponsor as a sponsor of Rose Festival events.

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Due to existing exclusive rights contractually binding the Portland Rose Festival Foundation with current sponsors, the Foundation cannot advertise competing sponsors in an event title:

If a proposed sponsor is to be rejected for any reason, the applicant will be informed by no later than five working days after application. The PRFF will attempt to keep any information about (including the names of) potential sponsors confidential; however, the PRFF cannot guarantee confidentiality and does not assume any responsibility for consequences of misuse of the information received unless the Foundation's misuse of such information is intentional.

Evaluation Criteria

The PRFF Sanctioned Events Committee evaluates applications on the overall quality of the event, entertainment value, number of people likely to participate, number of expected spectators, history of the event, track record of the organization and likelihood of the organization furnishing necessary logistical support for the event. Due to limited publication space, time and resources, it is the Foundation's intention to include only those events that reflect the highest quality of these criteria.

Event evaluations are made by the PRFF based on information submitted on the event application form, promotional collateral compliance and on-site visits. Foundation representatives (event liaisons) attend sanctioned events to give support and ensure compliance with these guidelines. **The PRFF reserves the right to reject any event.**

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Responsibilities of Event Producers & Organizers

By submitting a completed Sanctioned Event application, and upon its acceptance by the PRFF, your organization agrees to stage an event to the best of your ability in order to enhance the value and good will of the Portland Rose Festival.

Your organization is solely responsible for staging your event, including obtaining necessary permits. Responsibility for planning, staging, and publicizing (other than the publicity benefits listed in this handbook) your Sanctioned Event lies solely with your organization and corporate sponsors, if any.

The Sanctioned Event organizer must adhere to all event requirements outlined in this handbook. The Sanctioned Event organizer must comply with the terms outlined in this handbook, including payment of fee, proof of insurance, proper display of signage, etc.

Name & Logo Use

The Foundation has registered the Portland Rose Festival logo and the terms Portland Rose Festival and Rose Festival with the federal government and with the State of Oregon. These terms and logo may be used by permission only. Only those organizations and events approved by the PRFF have the opportunity to utilize the Foundation's trademarks and trade names.

These trademarks and trade names may be prominently displayed on all materials that promote your sanctioned event, including but not limited to: advertisements, brochures, banners, clothing items, posters, programs and tickets. The PRFF will provide either electronic or camera ready logos for your use.

Drafts of promotional materials must be submitted to the Foundation for review and approval prior to any mass production or distribution.

The PRFF reserves the right to revoke your Sanctioned Event license at any time before, during or after the staging of your sanctioned event for good cause effective immediately upon the receipt of notice by the organization of such revocation unless otherwise specified.

Events not sanctioned by the Portland Rose Festival Foundation are expressly prohibited from using the Foundation's trade names and trademarks in connection with their activities.

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Banners

Each organization **MUST** display (at least) one current Rose Festival banner upon entry to or in a prominent location of the event, which is provided by the PRFF for display at your event for its entire duration. Additional banners may be purchased for \$20 each. Banners are available for pick-up at the Rose Festival office beginning March 13, 2012.

Nonprofit Involvement

If your event is intended to generate income through admission fees or other revenues, a portion of such proceeds must be shared with a qualified charitable or nonprofit organization, the designation of which is left to the discretion of the event producers, subject to approval by the PRFF. Proceeds may benefit the Portland Rose Festival Foundation. Payment of the charitable organization's portions of revenue shall be made within 30 days of the final day of the event.

Sanctioning Restrictions

Acceptance of your Sanctioned Event applies only to the organization and event listed on the application. Any rights received granted by this sanctioning may not be assigned to another organization or event.

Insurance and Indemnification

Your organization **MUST** submit to the PRFF, by March 13, 2012, a certificate of insurance evidencing commercial general liability insurance with an acceptable insurer (AM Best rated A- VII or better) and limits of not less than \$1,000,000 per occurrence and aggregate, covering any and all claims arising from your event. Such insurance shall be primary and not require contribution from any coverage maintained by PRFF.

The PRFF cannot include your event in printed material without proof of insurance.

Your certificate of insurance must include the following statement regarding description of operations/locations/vehicles/special items:

“The City of Portland and Portland Rose Festival Foundation, its officers, directors, employees and agents and any other person or entity, including government units designated by the Foundation, are hereby named as additional insured’s.”

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If your event includes activities with athletic participation, the certificate must state:

“Athletic participant liability is not excluded under this policy.”

If your certificate of insurance does not include the statements above, your event will be removed from the Rose Festival Sanctioned Events Program, and your sanctioned event fee will not be returned.

Such certificate shall contain a provision whereby the same cannot be canceled or modified unless the Foundation is given at least 30 days' prior notice of such cancellation or modification. Each certificate is examined by the Foundation's insurance carrier to ensure acceptable coverage. Please review the enclosed insurance policy sample.

If your organization cannot provide proof of insurance by March 13, 2012, an email explaining the status of insurance coverage must be sent by that date to the PRFF, c/o Rich Jarvis. The email must include the date the proof of insurance will be provided.

Each party shall indemnify and hold harmless the other party, its directors, officers, agents and employees from and against any and all claims arising from or in connection with any negligent act or omissions, or any wrongful conduct of the indemnifying party or the indemnifying party's agents, employees or contractors.

Application

Completed applications must be submitted by no later than February 29, 2012.

Event names should have no more than 90 characters, which include dashes, spaces, slashes and numbers. The PRFF strongly discourages use of words such as “A” and “The” at the beginning of an event name. The PRFF strongly encourages the use of an ampersand instead of the word “and.”

Any changes in event information must be submitted as soon as you know of the change. In order to meet the print deadline, **all changes must be submitted by Tuesday, March 13, 2012.** In order to meet other publication deadlines, additional changes may not be accepted after this date. Please submit any changes as early as possible to get the most value from your sanctioned status.

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Deadlines are set for committee application reviews and publishing timelines.

Sanctioned Event Partners will be encouraged to proof the information before it goes to print.

Contact

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2012 PORTLAND ROSE FESTIVAL FOUNDATION