

Letter of Agreement
Fertile Ground: A City-wide New Works Festival

This letter of agreement between _____ Theater Company and The Portland Area Theater Alliance (representing **Fertile Ground: A City-wide New Works Festival**) acts as a binding agreement of responsibilities and benefits for application and participation in the 2009 Festival.

Festival Overview

The New Works Festival is scheduled to take place from January 23rd to February 1st, 2009. A non-juried festival of world premiere works, it will feature a significant fraction of the Portland Theater Community producing fully staged world premiere works of theater, from new adaptations of classic texts to experimental ensemble-driven work on the leading edge of Portland theater. Unlike a typical fringe festival or T:BA this festival will feature the finest work of our local resident theater companies, not the work of touring companies, ensuring that the artistic and financial benefits of the festival stay right here in Portland. Also, where other New Works Festivals are curated by one theater company and typically feature a string of staged readings, this festival will be curated by many different theatrical voices and will feature fully staged premieres, giving audiences greater depth and breadth of work to choose from in a concentrated time frame. For this reason we feel this festival will be unique nationally, providing a new model for creating and publicizing new work that will be of substantive value to the national theater conversation.

Participation Requirements

To participate in the festival, fully staged productions must be World Premieres, defined as not having had a fully staged production at another theater company in its current form regionally or nationally. Staged readings and workshops of new plays in development can participate as long as the most recent draft being presented has not been staged for public viewing before. We welcome work generated non-traditionally, collaboratively, and using new techniques and methods, and work that transcends the boundaries of traditional theater. New adaptations of established literary works are welcome as long as this production constitutes an entirely new script and not a revision or edition of an earlier adaptation of the work.

Logistics and Collateral

To participate in the festival you will need to fill out and return the attached Letter of Agreement along with an application fee (\$50 for PATA member companies, \$75 for non-member companies) detailing what you will contribute to the support of the festival and what benefits you will receive. The application fee is non-refundable, but will guarantee you a listing in the Festival booklet for an upcoming event, even if your festival project falls through.

A Festival Pass good for all participating Festival Performances will cost \$150 and will also grant you admittance the opening and closing night parties and all after parties. Passes will be

sold by PATA, the participating theater venues and other partner organizations. Organizations who sell the pass will keep \$50 per pass sold, with the rest of the revenue returning to the Festival to cover Marketing and Promotion costs. The goal for year one of the festival is to sell 200 Festival Passes.

A Festival Button will also be sold for \$9 that will grant the wearer discounts at all participating productions and at participating restaurants and businesses. These will be sold by PATA, participating venues and partner organizations. The festival will retain all revenue from the button sales. The goal for year one is to sell 500 Festival Buttons.

A Festival Booklet will be created, listing and describing all participating productions and including a map to the venues, and a comprehensive calendar. Companies who do not have work participating in the festival can get a basic listing in the book for a small publication fee, and restaurants and affiliated businesses can get a listing in exchange for a small fee and a commitment to offer a discount to button holders. Proposed print circulation: 40,000. Print sponsors are currently being solicited to help underwrite the publication costs of the booklet.

Sponsors are being sought for an opening and closing night party to be hosted by PATA in support of the new works festival. Opening night will be a high end fundraising gala, and closing night will be a boisterous late night costumed cast party.

Please fill in the details relevant to your company in the Letter of Agreement below, then sign, date and return to PATA by September 30, 2008. **Applications received after September 30, 2008 will be subject to a \$20 late fee.**

Fertile Ground: A Citywide New Works Festival
Letter of Agreement

Theater Company: _____

Name of Primary Contact: _____

Position: _____

Email _____ Phone _____

Address _____

City _____ State _____ Zip _____

We will participate in the festival with the following programming:

To run on the following dates and times during the festival:

At the following venue: _____

The Theater Company will receive the following benefits of participation:

- Retain 100% of all subscription and single ticket revenue generated from participating festival production/event (excluding Festival Pass tickets).
- Retain \$50 out of each \$150 Festival Pass sale made by your organization.

- Placement in the Festival Booklet, including 200 word show description, venue name, run dates, address, and location on the Festival venue map. Content due by November 15, 2008.

- Placement of Company Logo and Marketing image or press photo into the Festival booklet.

- Listing on the Festival Web page on Travel Portland's website, with live link to company website for patrons to purchase tickets.

- Inclusion in the Festival press materials, distributed to local, regional and national print and internet news outlets.
- Invitation to participate in Festival Announcement Press Event
- Company name listed on selected print ads and materials to be distributed throughout Seattle, Oregon and NW Washington through POVA, TPS, and cooperative ad buys with participating hotels and transportation sponsors.
- Opportunity to include one swag item and information sheet into concierge swag kits to be distributed to 30 area hotel concierges.
- Other co-promotional press and marketing opportunities as developed.
- 5 Complimentary Festival Buttons

In exchange for which, the Theater Company agrees to:

Artistic Programming

- Program a fully staged production of a World Premiere work or a staged reading or workshop of a world premiere work with run dates that overlap the dates of the festival
- Make Artistic leadership (including playwright where possible) available for relevant panel presentations, workshops, and press events.

Festival Promotion

- Include the New Works Festival logo on all ads and printed material for the production.
- Include a descriptive sentence and web url for the festival in all media releases related to the participating production.
- Include a description of the festival and a link on the company website to the Fertile Ground website starting November 15, 2008.
- Email a promotion of the New Works Festival to your email list, with link to the Travel Portland Festival web page.
- Provide the festival with an ASCII tab-delimited list of contact info for your 2007/2008 subscribers and single ticket buyers for use on a festival postcard mailing.
- Distribute Festival Booklets in the lobby during all Fall 2008 performances.

Tickets

- Honor all Festival Pass tickets per performance (pending availability) during the 10 day span of the festival. Got a small venue? You can set a limit for how many Festival Passes per day you will agree to honor, as long as you make those seats available on a first come, first served basis on the day of the performance.
- Honor comp requests from all visiting Artistic Leaders. A list of visiting Artistic Leaders will be distributed to you by the Festival in advance so that you can welcome and invite our out of town visitors to your production.
- Sell, or allow Festival staff to sell, Festival Passes, buttons and merchandise to patrons in the lobby during the 10 day duration of the festival.
- Offer a discount of \$____ off tickets to all Festival Button wearers (The amount of discount you offer is up to you. Recommended discount: \$2 to \$5 off per ticket depending on your price scale).

Staffing

- Contribute at least 4 volunteers for a total of 10 hours to the Festival Street Team, to help man venue merchandise booths, distribute fliers and do silly Festival related stunts.
Our volunteers will be:

Name _____ email _____ phone _____
#: _____

Name _____ email _____ phone _____
#: _____

Name _____ email _____ phone _____
#: _____

Name _____ email _____ phone _____
#: _____

- Place a company staff member on a relevant Festival Committee. Join us for the organizational meeting on either **September 13th at noon** or **September 15th at 7:00 pm** to determine how your organization's skill sets can best fit into the organization of the festival.

Application Fee

Submit an application fee of (select one):

- \$ 50 (PATA Member Rate, proof of current membership required)
- \$ 50 (TPS Member Rate, proof of current membership required)
- \$ 75 (Non Member Rate)

Optional additional ways to participate:

Donate a playbill ad in an upcoming playbill to promoting the festival:

We will donate space for an _____ size ad in our 2008/2009 playbill(s) to run on dates _____.

Artwork needed by _____ date. Contact _____ (email) for details.

Purchase a Display ad in the Festival Booklet (artwork due by September 15th, 2008):

\$ 150 Enhanced Listing (with photo) \$225 (Quarter Page) \$ 500 (Half Page) \$ 950 (Full Page)

Contribute to the Marketing Fund (your tax-deductible donation will go directly to expanding the marketing reach of the festival):

- \$ 50 dollars (Sprout) \$ 100 (Seedling) \$ 250 (Sapling) \$ 500 (New Growth) \$ 1000 (Mighty Oak)
- \$ Other _____

Theater Company Representative

PATA Representative

Add it up

Enclosed please find my Check Visa MC

cc# _____ Exp Date _____

Sig _____ Date _____

Application Fee: _____ (\$50 PATA/TPS Member, \$75 Non-member)

PATA Membership
Renewal: _____ (\$75 Sml Budget (< \$50k), \$100 Med (< \$250k), \$175 Lg (>\$250k))

Display Ad: _____ (\$150 Enhanced listing, \$225 Quarter Page, \$500 Half Page, \$950
Full Page)

Marketing Fund: _____ (Your Donation in support of the Festival is Tax-Deductible)

Total Enclosed: _____

Thank you so much for your support and participation in the first annual **Fertile Ground: City-wide New Works Festival**. It is your artistry and commitment that will help put Portland Theater on the map as a mecca for new work!