



## 2012 Cherry Blossom Festival Sanctioned Event Contract

**Thank you for considering planning an event during the Cherry Blossom Festival! We look forward to having your event as a part of our schedule!**

Each year, the Cherry Blossom Festival offers numerous activities for participants of all ages. Several of our events are not produced in-house, but are planned and financed by other organizations who desire to connect their event with the Festival. These events, deemed *Sanctioned Events*, are connected with the Festival due to the proven success, high participant attendance and world-renowned reputation earned by the Festival.

On average, the Festival attracts 200,000 participants from around the world to Middle Georgia each year. The 30<sup>th</sup> annual Festival will take place March 16 - 25, 2012. As an Official Sanctioned Event of the Cherry Blossom Festival, your organization's name will be associated with a Top 20 Event in the Southeast, Top 50 Event in America, and Top 100 Event in North America.

To be chosen as a 2012 Cherry Blossom Festival Sanctioned Event, please return this contract including a description of the event for the committee's consideration. Not all contracts that are turned in for review will be chosen due to scheduling limitations. If your event is chosen as a 2012 Sanctioned Event, you will be notified by your staff liaison by November 15, 2011.

***As a sanctioned event, your organization agrees to provide:***

- **A \$250 fee upon submission of signed contract.** (Contracts will NOT be processed without payment.)
- Ten (10) percent of GROSS income from sanctioned event by April 15, 2012. (The \$250 fee will be credited toward the final payment.)
  - Gross income includes sponsorship fees solicited to cover event expenses as well as all ticket, concessions, souvenir and other cash generating sales. A financial report summarizing types of event revenue received/pledged must be submitted with final payment.
  - Payment must be paid in full to the Festival on or before April 15, 2012. Failure to meet this deadline may result in your event not being sanctioned in the future.
- A description of event to the Festival no later than November 15, 2011, for the event to be included in the *Schedule of Events*.
- Tickets to event, if applicable (number mutually determined).

***In return, the Cherry Blossom Festival agrees to provide:***

- Event listing in 65,000 Official Schedules of Events.
- Event listing, description and link to your website (if applicable) on the Festival's award-winning web site, [www.cherryblossom.com](http://www.cherryblossom.com).
- Designation as a Sanctioned Event for publicity purposes.

\_\_\_\_\_ hereby applies to the Cherry Blossom Festival, Inc. for approval of the above event as an Official Sanctioned Event of the 2012 Cherry Blossom Festival. Approved events will receive an Official Event Seal to be used for subsequent promotional purposes. Once sanctioned, the event may not be changed unless approved with written consent from the Cherry Blossom Festival. Any change in description of event, time, price etc. must be immediately submitted in writing to the Festival's Director of Marketing. A follow-up call is strongly suggested to ensure that your submission request was received. Be advised that all Festival marketing literature adheres to strict deadlines. As such, all event information must be submitted by no later than these dates:

***November 15, 2011:***                    *Information submission deadline for the Schedules of Events, and for **possible** subsequent publicity via newspaper, radio, magazine, etc.*

All sanctioned events are responsible for their own insurance, as these events are not covered by the Festival's general insurance policy. The organization and participants of the above event hereby agree to indemnify and hold forever harmless Macon, Georgia's International Cherry Blossom Festival, Inc. on behalf of any party, for the purpose or enforcing a claim for damages on account of any injuries, demands, damages or claims of any nature, sustained or arising in consequence of any accident or injury, demands, damages or claims of any nature, arising from the event.

**The Cherry Blossom Festival reserves the sole right to accept or reject any proposed sanctioned event contracts without reason or explanation.**

By signing this waiver, your organization agrees to abide by the above conditions. Failure to comply may result in the immediate and future removal of said event from the Official Festival Schedule of Events and all subsequent publicity.

\_\_\_\_\_  
*Event Chairperson Signature*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Printed Name*

\_\_\_\_\_  
*Title (if applicable)*

\_\_\_\_\_  
*Event Liaison*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Authorized Signature*

\_\_\_\_\_  
*Date*

**All sanctioned event contracts are due no later than November 15, 2011.**

**Completion of the below form signifies *exactly* how your event will be promoted. As such, please ensure that you fill out the correct information in each blank.**

Event Title: \_\_\_\_\_

Presenting  
Organization: \_\_\_\_\_

Event Date(s): \_\_\_\_\_

Location & Address: \_\_\_\_\_

Time of Event: \_\_\_\_\_

Event Description: \_\_\_\_\_

\_\_\_\_\_

*\*If description is over 15 words, it may be condensed due to space constraints in Schedule of Events. There MUST be a description on this contract; this information is what is used for marketing and promotion of your event.*

Phone to be listed in schedule: \_\_\_\_\_

Cost (per person & group rates): \_\_\_\_\_

Website (we will provide a link):  
\_\_\_\_\_

Email of contact person: \_\_\_\_\_  
(This will not be publicized, it is for internal use only)

**Note: Deposit must be attached to contract to be processed.**