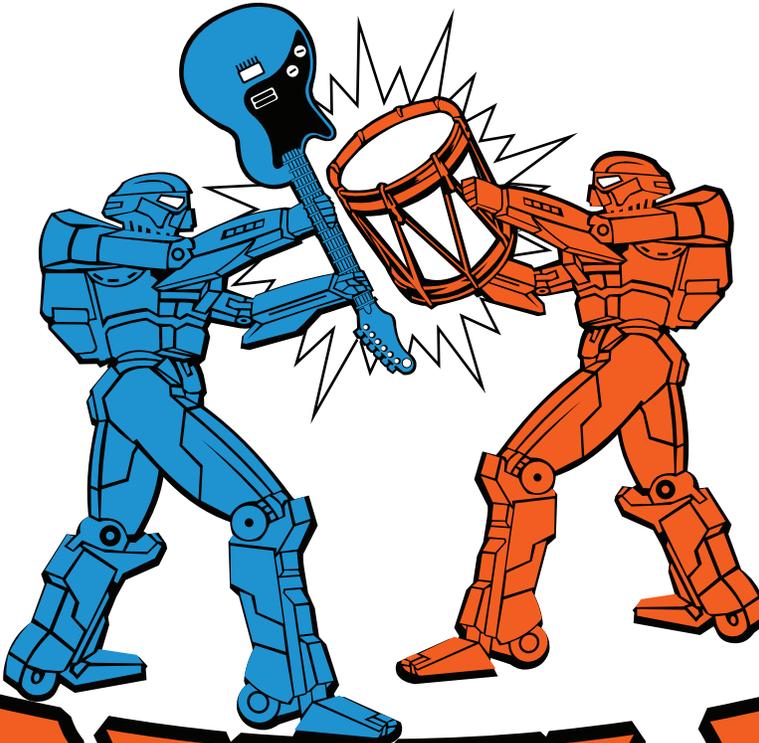


# VENDOR & SPONSOR INFORMATION

**FORTE STUDIOS**  
PRESENTS



**BATTLE**  
*of the*  
**BANDS**  
**2017**

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## **INTRODUCTION**

It is exciting to present to you a unique opportunity of involvement and support for the arts and business community. We have designed a musical band competition designed to help unbelievable undiscovered talent succeed and support local community and business!

This event features and rewards with the most important milestone of a band's journey in developing a career in music: the album recording and marketing.

**Date of Event: 9/23/2017**

**Rain Date: 9/24/2017**

**Time: 12:00PM - 11:00PM**

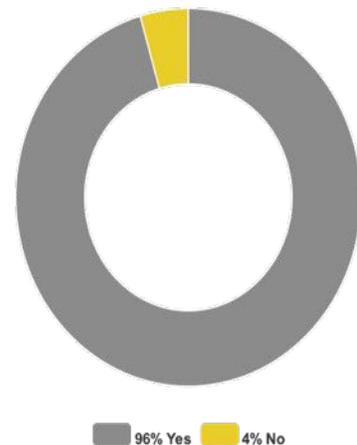
Forte Studios Events is a non-profit organization setup to exclusively put on this event each year. As you may realize, your support ensures we can create an opportunity to increase the marketability and success of hard-working bands and musicians.

Forte Studios is the host for the inaugural 2016 event and has been generous to provide the up front startup costs, location, guidance and establishment of the event to launch it into existence.

**We are expecting an increase in attendance and approximately 1,000 people in attendance for the second year!**

Bands performing are from various locations throughout the Midwest from cities such as Minneapolis, Rochester Des Moines; Cedar Rapids, and Quad Cities. The logistical details have been well planned. To date, we have the permits from the city, a full sound reinforcement stage and student volunteers from Iowa State University, just to

Would this be an event you would have interest in attending as a spectator?



name a few. Check out the event interest based on a six-day Facebook survey: Over 38 bands applied for the competition and visitor attendance response was positive as illustrated in the graph.



## **PURPOSE**

The 2016 Battle of Bands competition was an idea brought to fruition by the team at Forte Studios to assist undiscovered bands, whom have dedication, passion, and the drive to make their music heard to the fans and masses, but for various reasons, whether financial or location based are unable to record an album at commercial grade quality to take the next step in their musical goals. It also is designed to support community business by supporting tourism and patronage to downtown establishments and hotels. In our first year we helped raise funds for the Mount Olive Mason's Lodge and this year will help support the initiatives of the **Boone Historical Center!**

**The future of the event depends on you!** Our mission is to grow the event each year to offer more bands the opportunity to compete and increase the awards to those bands that are selected for the competition. This is truly a movement that requires support and volunteer involvement.

## **DIFFERENTIATING FACTOR**

It is the crowd involvement, excitement and extensive marketing efforts by the bands that differentiate this event from other festivals! The Forte Studios Battle of the Bands has been designed to let the audience vote for their favorite band during the battle rounds. The winning battle round band will advance to the final round to perform a full concert in front of a panel of judges. The atmosphere is one of excitement, competition and suspense. Each band has to perform to their best to win the crowd over and figure out how to beat the competition. We have recently been informed that one band has chartered a bus to bring their fans to the event. It is no joke to the bands and it will be fun!

The event is **FAMILY Friendly!** The Boone Public Library supported the event by providing an instrument petting zoo during the afternoon battle rounds.



## **BENEFITS OF SUPPORT**

The focus is on the bands and those organizations or benefactors supporting them. We know many people and organizations work hard behind the scenes to help musicians and bands succeed. Your support of this event will demonstrate your support and offer excellent visibility that will create an unforgettable experience for the bands and patrons in attendance. Below are just some of the sponsor level benefits available for supporting this event and organization:

### **Sponsorship of \$100 - \$999**

#### **Before the Event**

1. Acknowledgement and advertisement of support on social media sites (Facebook). Includes links to your Facebook page and/or website.
2. Company logo included on the event website:  
<http://www.fortestudios.us/battleofthebands>

#### **At the Event**

3. Verbal acknowledgement during the concert.
4. Vendor booth on location at the event.
5. Opportunity to network.
6. Free admission tickets (up to two people).



## Sponsorship > \$1000

### **Before the Event (Sponsorships received by 7/15/2016)**

1. Acknowledgement and advertisement of support on social media sites (Facebook). Includes links to your Facebook page and/or website.
2. Sponsor name/organization included in printed and digital event poster.
3. Sponsor name or logo included in promotional videos of the event.
4. Company logo included on the ticket webpage and event webpage:

<http://www.universe.com/battleofthebands>

<http://www.fortestudios.us/battleofthebands>

### **At the Event**

7. Verbal acknowledgement during the concert.
8. Vendor booth on location at the event.
9. Free admission tickets (up to ten people).
10. Sponsor banner posted on the stage or perimeter event fence.
11. Ability to provide marketing material to be handed out to each attendee upon entrance to the event.
12. Organization logo or name printed on the event t-shirt.



*These actions are in addition to the lower tier sponsorship level.*



## **PRIZES & REWARDS**

Do you want to help musicians and bands a bit more? We are looking for immediate prizes to offer to our finalists this year! Great prizes and rewards for bands include; support services, music related gifts, instruments; or cash prizes.

- Just to give you an idea, Sweetwater provides gift certificates to their business.

We will include your company information as a sponsor for the prize and contact information if you wish.



## **SPONSOR REGISTRATION**

We appreciate your support and need some information from you to give you proper acknowledgement or advertisement.

### **1. Fill out this Information sheet:**

- a. Sign the application/liability release and .pdf for electronic delivery to [battle@fortestudios.us](mailto:battle@fortestudios.us)
- b. or mail the signed copy to Forte Studios Events:  
927 6<sup>th</sup> street | Boone | Iowa | 50036

### **2. Provide a company logo image (.jpg) or name to be used in advertising or acknowledgements.**

Print or Type legibly:

Organization Name to be Published:	
Name of Contact Person:	
Mailing Address:	Street   City   State   Zip
Cell Phone Number:	
Company website address: <i>(Verbal advertisement)</i>	
Facebook website address: <i>(Social media advertisement)</i> <b>Note:</b> You may choose to have social media link to formal website address or vice-versa	
Email Address:	

<p style="text-align: center;"><b>Briefly describe your business, or provide a few statements that you would like advertised when we recognize you in advertisements.</b></p> <p style="text-align: center;"><i>(Please limit it to three or less sentences):</i></p>	
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### VENDOR BOOTH SECTION

<p><b>Will you require an onsite vendor booth?</b></p>	<p style="text-align: center;"> <input type="checkbox"/> <b>YES</b>                                          <input type="checkbox"/> <b>NO</b> (stop here)       </p> <p><b>If YES:</b> <i>Please review the considerations &amp; limitations below and sign the following liability release.</i></p>
<p><b>Vendor Booth Considerations &amp; Limitations</b> <i>(only applicable if participating in the booth program)</i></p> <ol style="list-style-type: none"> <li>1. Booths must be setup no later than 11:00AM on 9/23/2016. Setup time will begin at 7:00AM on 9/23/2016 - <b>The event starts at noon 12:00PM!</b></li> <li>2. A minimum 10' x 10' space will be licensed for use during the event. If additional space is needed you must contact event management by 9/15/2017 for approval. Your space location will be identified when you arrive by event management.</li> <li>3. No vendor is allowed on premises unless this form and the accompanying liability release have been previously submitted.</li> <li>4. Only space will be provided. We do not provide chairs, tables or lighting.</li> <li>5. Be advised that electricity is not provided by the event for the booth. There may be street lighting and lights from the stage, however if you require additional lighting or electricity you will need to provide your own concessions.</li> <li>6. There will be no event fees for sales of merchandise. We are accepting only sponsorship donations as indicated in this document.</li> <li>7. Out of respect of the musicians and attendees vendors may tear down a booth no earlier than 6:00PM, unless it is unsafe to do so at a later time. <b>The event ends at 11:00PM</b></li> <li>8. You are responsible for removing your own trash and maintaining the housekeeping of the area. We will have event staff that will assist when possible.</li> <li>9. All vendor booths, debris generated by the booth must be removed from the premises by 3:00AM on 9/25/2016.</li> </ol>	



- 10. You understand that, as an independent contractor, you will be responsible for reporting sales tax to the state of Iowa.
- 11. You understand the festival does not carry insurance to cover your personal property and that you store or use your equipment at your own risk.
- 12. You agree to provide certification of insurance, if requested.
- 13. It is mutually understood there are no sales guarantees.
- 14. No sale of alcohol will be allowed in vendor spaces.

**On-Site VENDOR LIABILITY RELEASE**

**INSTRUCTION:** *Each vendor may elect one representative person to sign the liability release and submit the application on each vendor members' behalf in lieu of separate applications. It is the sole responsibility of the representative to disclose and inform all employees or company representatives the documents, which have been reviewed, submitted and signed upon their behalf.*

In consideration of the acceptance of the right to participate and attend, entrant, participants, and/or spectators, by the execution of this liability release, forever release and discharge Forte Studios Events, Forte Studios and its officers, directors, employees, volunteers, agents, representatives and servants, and anyone else connected with the management, presentation or promotion of Forte Studios Events annual "Battle of the Bands", and from any and all known or unknown damages, injuries, losses, judgments and/or claims, from any cause whatsoever that may be suffered by an entrant, participant, vendor and/or spectator to his or her person or property. Further, each entrant, band, participant, vendor and or spectator, through the execution of this liability release, expressly agrees to indemnify and hold harmless all of the foregoing mentioned entities, firms, persons, bodies and/or organizations, of and from any and all liability occasioned or resulting from the conduct of entrant or participant or entity assisting or co-operating with entrant and under the direction or control of entrant, vendor, participant and/or spectator. The undersigned, by and through the execution of this release form agrees, on behalf of said minor children and hereby agrees to the application of those terms as stated herein to said minor children, in their entirety. The undersigned and /or his or her spouse or band hereby further represent that he or she, by executing this release form, is acting both in his or her own individual capacity and, in addition thereto, in the capacity as the legal guardian of any minor child that the undersigned and/or his or her spouse or band may bring to the event.

**OPERATION:** Event management reserves the right to restrict entrance due to unacceptable behavior during any and all activities promoted and/or allowed by Forte Studios Events at its annual "Battle of the Bands" as described above. Any poor behavior on or off the event premises or business upon which the event is being held and sponsored shall be considered reason for denying admittance of any entrant to the Forte Studios Event premises or Forte Studios business. The interpretation of what may or may not constitute "poor behavior" shall be at the sole and exclusive discretion of Forte Studios Events. The reservation of rights includes persons, things, conduct, printed matter, or any act or item of poor character, which Forte Studios Events may deem or consider to be objectionable to the well being of said entities and annual "Battle of the Bands". Should Forte Studios Events, or any authorized representative thereof, deem it necessary to evict or restrict any action and/or entrance on the part of any entrant, vendor, participant, spectator and/or his or her spouse, Forte Studios Events shall not be liable, under any circumstances, for refunding any ticket, vendor, entry or sponsorship fees, except at its own discretion.

**No pets allowed. No illegally controlled substances allowed.**

I have read and hereby agree to all conditions of the Forte Studios Events rules governing this event as set forth and described above, and I hereby agree to observe all rules and decisions of the event management.

\_\_\_\_\_  
Signature of Representative:

\_\_\_\_\_  
Printed Name of Representative: | \_\_\_\_\_  
Date