

PARTICIPANT AGREEMENT



PERTH HERITAGE DAYS 2017 14 & 15 OCTOBER 2017

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BETWEEN

HERITAGE PERTH INC

AND

_____ [YOUR ORGANISATION]

Perth Heritage Days is an annual FREE community event.

The objective of Perth Heritage Days is to share with visitors the multi-layered heritage of the City and provide an opportunity for people to 'rediscover the discovered'.

In 2016 there were 43,000 visitations over the Perth Heritage Days weekend.

This Participant's Agreement has been developed to ensure all participant's derive the full benefits of the event.

As the facilitator of Perth Heritage Days, Heritage Perth agrees to support the event as follows:

- Promotion of all activities in a full colour program;
- Distribution of the program through a variety of venues including, but not limited to, City of Perth iCity booth, tourism and visitor centres, Heritage Perth media partners, and via the Heritage Perth website and networks;
- A targeted PR/Media campaign that includes press, television, radio and online platforms;
- Negotiated media partnerships to benefit all participants;
- Opportunity for participating venues to be involved in media promotions, competitions and publicity;
- Provision of event logos for participating venues as required; and
- Copies of the printed program for distribution at the venue.

As a participating venue/organisation, _____ agrees to:

- Provide to Heritage Perth all required information including, but not limited to, copy and photographs by the dates requested;
- Promote Perth Heritage Days

- Inclusion of Perth Heritage Days logo in all marketing collateral produced for your participation in the event, including, but not limited to: advertisements, brochures, programs, banners etc;
- Create a link from your website to the Heritage Perth website; and
- Include the following written credit in material pertaining to your participation in this event, including, but not limited to, media releases, flyers, online and social media: *[Participating Organisation] is proud to be a part of Perth Heritage Days 2017.*

Signature

Name

Position & Organisation

Date

RICHARD OFFEN
Executive Director, Heritage Perth

Date