



The Annapolis Valley Apple Blossom Festival aims to be the premier family festival in the country.  
86<sup>th</sup> Apple Blossom Festival “Honoured by History - Inspired by Change” May 23 – May 28, 2018

## **AVABF Sanctioned Event Application**

### **Terms of Sanctioned Event**

An Annapolis Valley Apple Blossom Festival (AVABF) Sanctioned Event entitles \_\_\_\_\_ to:

- A license to use the AVABF name and trademark while this agreement is in effect
  - Hold the Event on a major weekend when the AVABF pulls in approximately 50,000 visitors to the area
  - Being noted in all promotional material, radio, website, and agenda of events with consideration of the AVABF sponsors and their programs
  - Self-promotion of the \_\_\_\_\_ at other AVABF events
  - Appearing to be a part of the AVABF and the successful history and community good-will • Placement for free in approximately 20,000 Souvenir Editions that are distributed to all of the Valley residents which include a “pull out” schedule of events
  - Website promotion: cross-promotion from the AVABF website to \_\_\_\_\_ •
- Other specific items for the Event: Request for Dan D Apple, etc.
- Entrance in the Grand Street Parade (IF APPLICABLE) at no cost to \_\_\_\_\_ and subject to the guidelines for entrants into the parade (an application is still required).

### **What AVABF Requires:**

We would request that a minimum of two progress reports be given to the AVABF Board of Directors through the AVABF Events Director. One in February/March and one in April of each AVABF planning year. This will help with communications and arrangements, particularly in advertising.

We would also ask that consideration for the AVABF sponsors and their requests be a priority for you, as it is this patronage that allows the Festival to continue successfully and by extension, your Event. We agree between both parties to ensure that we do not cause harm to either organization with sponsors and sponsorship.

Financial commitment is to be made to the Annapolis Valley Apple Blossom Festival to ensure that this Event is promoted as a Sanctioned Event of the AVABF as well as an agreement with the AVABF Terms of Sanctioned Event, which forms part of the Memorandum of Understanding. The Sanctioned Event cost for a Charity/Non-profit/Community group is \$50 and the Sanctioned Event cost for a Business/For-Profit group is \$100.

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This agreement shall commence on \_\_\_\_\_ of 2018 and run for \_\_\_\_\_ year(s) or one event, ending on \_\_\_\_\_. The parties intend to renew the agreement on the ending date, subject to the agreement of both parties at that time. Intention to cancel the Event must be given one year in advance for long-term agreements and 120 days for annual events.

Event Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

AVABF Signature: \_\_\_\_\_

Events Director Signature: \_\_\_\_\_

\*Forms part of the agreement between: \_\_\_\_\_ and Annapolis Valley Apple Blossom Festival.

Memorandum of Understanding (Initial): \_\_\_\_\_

### **AVABF Memorandum of Understanding**

Both the Annapolis Valley Apple Blossom Festival (AVABF) & \_\_\_\_\_ (the Event) are for promotion of a great family festival. Exercising structural control and organizational leadership of the weeklong Festival, the AVABF Board of Directors macro-manages relationships to raise the AVABF profile and increase the Festival’s popularity by introducing successful and popular events affordable to the majority. The Event \_\_\_\_\_ is an established, successful Event with a family focus. The proceeds which benefit individuals and groups within the Annapolis Valley.

The AVABF Board & \_\_\_\_\_ recognizes that the Event is positioned to contribute to the Festival’s financial & community service goals and its broader mission of providing well organized family oriented affordable entertainment. Similarly, the Event recognizes that the AVABF is ideally positioned to elevate the stature and success of the Event through Festival promotional activities and broad community appeal.



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The AVABF Board will employ its organizational strengths & promotional resources to publicize the Event at a best efforts measure to increase sales or attendance related to the Event. The Event will contribute \$ \_\_\_\_\_ by March 1<sup>st</sup>, 2018 to the Annapolis Valley Apple Blossom Festival. The AVABF Board and the Event desire that a spirit of cooperation and collaboration in the planning and conduct of their respective ventures endure. A joint review following the Festival will be used to review lessons learned and to add clarity to this MOU as required.

Notwithstanding paragraph 4, either the AVABF Board or the Event can provide one year’s notice (email/fax/letter) of a desire or requirement to terminate this MOU.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signed at

\_\_\_\_\_  
Events Signature

\_\_\_\_\_  
AVABF Festival Event Director Signature

\*AVABF Terms of Sanctioned Events (attached) forms part of this agreement (Initialed)\_\_\_\_\_