

Collaboration Joint Marketing Agreement

[Redacted]

Agreement between

[Redacted]

and

[Redacted]

This form should be completed after completing the Memorandum of Understanding for collaborations.

Each organization's representative has the authority to enter into this agreement, and commits to fulfilling the agreement as outlined and intended.

Organization Logo Placement

- Organization 1 receives priority placement.
- Organization 2 receives priority placement.
- Logo placement alternates.

[Redacted]

Sponsor Recognition

- Sponsor(s) of Organization 1 to be recognized.
- Sponsor(s) of Organization 2 to be recognized.

[Redacted]

Main Copy (event description to be used for print ads, brochures, websites, etc.)

- Organization 1 to produce; Organization 2 to approve.
- Organization 2 to produce; Organization 1 to approve.
- Copy will remain consistent for all applications for each Organization.

Image(s)

- Organization 1 to select/create with approval of Organization 2.
- Organization 2 to select/create with approval of Organization 1.
- Image(s) will remain consistent for all applications for each Organization.

Advertising

- Same ad design to be used by both Organizations.
- Separate ad designs for each Organization.

Season brochure

- Each Organization to include the event in its season brochure.
- Each Organization NOT to include the event in its season brochure.

**Print Materials (posters,
rack cards, postcards,
flyers, etc.)**

- Jointly produced: one print run for each piece to be used by both Organizations.
- Separately produced: each organization to produce its own materials.

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House Program

- Organization to oversee production and printing.
- Organization to prepare/collect copy and other materials.
- Additional information about house program.

Radio/TV

- Ads and PSAs to be placed with broadcast outlets.
- Ads and PSAs NOT to be placed with broadcast outlets.

Name Organization or publicist to oversee:

Press Release

- Organization 1 to prepare and distribute PR.
- Organization 2 to prepare and distribute PR.
- Publicist to prepare and distribute.

Publicist

- Publicist will be contracted.
- Publicist will NOT be contracted.

Name Organization to oversee publicist:

Social Media

- Each Organization will run its own SM campaign.
- SM campaign will be coordinated between Organizations.
- SM marketing firm to be engaged.

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Mail/Email

- Campaign will include addressed mail.
- Campaign will include unaddressed mail.
- Campaign will include email marketing.

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Data

- Patron information collected by box office will be shared.
- Patron information collected by box office will NOT be shared.

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Ticket Pricing: Special Offers, Discounts, Packaging

- Special offers to be coordinated between Organizations.
- Special offers NOT to be coordinated between Organizations.

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Budget

Marketing and communications budget to Organization 1.

Marketing and communications budget to Organization 2.
