



PIFA Street Fair
Saturday, April 30, 2011
Agreement to Participate

This letter serves as an agreement between the Theatre Alliance of Greater Philadelphia ("Theatre Alliance") and the Theatre Company ("Theatre") listed below for participation in the **Philadelphia International Festival of the Arts (PIFA) Street Fair**, Saturday, April 30, 2011 ("Event").

Theatre Alliance agrees to:

- ◆ Represent the Theatre and all other participating theatres for the duration the Event, approx. 6:45 am to 11:00 pm, inclusive of set up and clean up;
- ◆ Pay PIFA all fees and secure all insurance waivers for the event;
- ◆ Manage Theatre Alliance booth and schedule additional volunteers for all hours of the Event open to the public;
- ◆ Provide a distribution rack for the Theatre and all other participating theatres to display Theatre related marketing materials;
- ◆ Conduct a mailing list sign up and drawings for prizes from the Theatre and all participating theatres;
- ◆ Provide a laptop and internet access for theatre ticket sales to occur on site;
- ◆ Distribute information to Event attendees encouraging them to visit Theatre Alliance booth and website – www.phillytheatretix.com.
- ◆ After the event, provide an Excel list of contact information collected at Event for Theatre mailing lists.

Theatre agrees to:

- ◆ Pay the Theatre Alliance **\$50** for participation in the Event by **Friday, April 29, 2011**. (Checks payable to: Theatre Alliance of Greater Philadelphia, 1616 Walnut Street, Suite 1800, Philadelphia, PA 19103. Please contact Natalee Hill at 215-413-7150 if a separate invoice is required by your organization.);
- ◆ Provide personnel to volunteer for the Event;
- ◆ Provide brochures or Theatre related marketing materials for display on the distribution rack – no more than 150;
- ◆ Theater may choose to provide additional tickets or other Theatre related items (i.e. t-shirts, mugs, keychains, etc).

Agreement to participate must be received by the Theatre Alliance on or before Friday, April 15, 2011.
(Facsimiles accepted at 215-413-7155).

For Theatre Alliance:

Natalee Hill

April 7, 2011

Natalee Hill, Communications Manager

For the Theatre (all sections required):

Contact Name	Theatre Company	
Contact Phone Number	E-mail address	
Contact Signature	Date	
Day-of volunteer name	Cell Phone #	Email address
Day-of volunteer name	Cell Phone #	Email address