



Host Committee Guidelines for Participation

Thank you for your interest in Preservation Kentucky's **Tour120** event! Please review these "Host Committee Guidelines for Participation" and the "Host Committee Application."

Consider organizing an event or activity for participation in this exciting new event, to be held during **National Historic Preservation Month** the weekend of **May 18-19, 2019**.

Complete and submit an application with information about your proposed event to start the process.

Once your application has been submitted and approved, a Partnership Agreement will be executed. We will do our best to contact you within approximately five (5) days of receiving your application. Please do not move forward with your plans, however, until you have been officially notified.

Host a Tour120 Event

Tour120 participation is open to:

- Kentucky Main Street programs
- historic neighborhood associations
- churches and schools
- chambers of commerce,
- convention & visitors bureaus
- historic attractions or museums,
- and other groups or individuals involved with or interested in advancing historic preservation in Kentucky.

The purpose of **Tour120** is to feature sites that represent a diversity of architectural styles, history and purpose; feature buildings not normally open to the general public; and not complete with house museums and attractions with admission fees (although these sites may benefit by receiving the revenue from your **Tour120** site).

Preservation Kentucky will provide oversight and management of **Tour120** publicity, promotions, and media coverage, including news releases, advertising placement, social media posts, event website design and content, list of

participating hosts and printed materials to support **Tour120**.

Preservation Kentucky will also be responsible for **Tour120** statewide sponsorship solicitation, in-kind support and underwriting for promotions, publicity and advertising, including logo development, media packets, kick-off event, brochures, posters, souvenir book, and centralized ticket sales.

Host Committees are responsible for event planning and management, on-site ticket sales and bookkeeping, volunteer recruitment, logistics, insurance and revenue reports.

Host Committees are also responsible for promoting their event locally, and securing local sponsors to help generate revenue.

Once your application for **Tour120** is approved, please be prepared to provide details on the support necessary to organize and conduct your event, including committing the location, funds (if applicable), staffing and volunteers.

Tour120 Benefits for Host Committees

- Local, statewide and national publicity and exposure.
- Media kit with event logo composite that incorporates the Host's logo.
- Inclusion on **Tour120** website and in news releases, articles, letters to the editors, radio and television interviews, and printed materials.
- Inclusion in stories in local, state and national publications, media channels, online blogs and articles.
- Social media exposure on **Tour120** Facebook, Twitter, Instagram and Pinterest pages.
- Print impressions on posters, in the souvenir book, and on travel and tourism rack cards.
- Placement in select paid advertisements.
- Participation in the press announcement of the **Tour120** event.
- Help with content for local articles, editorials, newsletters, e-blasts and media interviews.
- Community goodwill, the opportunity to increase support for local organizations and attractions, and, the opportunity to attract visitors from all over the country to their communities.

Logistics, Approvals and Promotional Materials

- As careful stewards of donated funds, Preservation Kentucky works to keep our expenses at or below 25% of our gross revenue as we advance our mission for historic preservation. Please keep this in mind when organizing your event.
- A Partnership Agreement must be signed by both your organization's authorized representative and Preservation Kentucky before planning or promoting your event.
- Host Committees are responsible for obtaining any necessary permits to hold your event, and for obtaining general liability insurance for your event. Insurance guidelines will be outlined in the Partnership Agreement.
- Any items sold at or in connection with the event must be non-controversial in nature, approved in advance by Preservation Kentucky, and included in the event revenue proceeds and final report.
- Preservation Kentucky works with sponsors, donors and underwriters in connection with other events that we conduct. In order to ensure that there is no conflict of interest with our sponsors, donors and underwriters, Host Committees must include any potential event sponsors or underwriters on your application or Partnership Agreement.
- Permission from your organization and Preservation Kentucky to use each's name and logo will be included in the Partnership Agreement. However, completion of the Host Application does not constitute permission from Preservation Kentucky to use our name or logo or for us to use yours. If your application is approved, a Partnership Agreement will be signed by the parties, and logos will be shared in accordance with the terms of that executed agreement.
- While Preservation Kentucky is responsible for **Tour120** publicity, promotions, advertising and media coverage, Hosts Committees are responsible for promoting and disseminating printed materials for their event locally.
- All publicity materials related to the Host Committee's event must be reviewed and approved by Preservation Kentucky before being printed or distributed.

Logistics, Approvals and Promotional Materials (continued)

- As the lead organization for **Tour120**, Preservation Kentucky's logo will have prominent placement on all materials with dedicated space for Host names/logos for public relations, marketing, advertising and promotions of participating events.
- Once an application is approved and the event is selected, Host Committees must submit their logo, if any, to Preservation Kentucky in high resolution electronic format (acceptable formats: EPS, PDF, TIF at least 300 DPI at 100% of actual size. Vector art is preferred).
- Hosts must submit all necessary event details for publicity, promotions, advertising, social media, news releases and the souvenir book, including the event description, hours and photographs (acceptable formats: TIF, JPEG, PDF, at least 300 DPI).
- A souvenir **Tour120** book is planned and will be available for sale on-site.
- Host Committees agree to the placement and use of **Tour120** logo, event concept and overall branding to ensure participation in a quality, fair and safe event open to people of all races, religions, color and creed; and may not discriminate against anyone based on race, religion, color or creed.

Revenue Sharing for Approved Nonprofit Host Committees

Tour120 events across the state are first and foremost intended to be fundraisers and awareness builders for Preservation Kentucky. However, we recognize the invaluable support and work that our preservation-minded partners across the state bring to the success of **Tour120**.

Because of this, Preservation Kentucky will share a percentage of **Tour120** revenue with approved nonprofit sites for historic preservation projects or programs that align with Preservation Kentucky's mission, and

this will be reflected in the Partnership Agreement.

"Revenue" means proceeds from ticket sales, product sales and any other income realized by a **Tour120** event less expenses. Host committees agree to provide an accurate and authorized accounting of their revenue and expenses for the event.

To aid in this, Preservation Kentucky will provide centralized online ticketing for each **Tour120** event location.

*The success of **Tour120** depends on active participation by Host Committees to showcase private historic homes, commercial buildings and other historic places usually closed to the public.*

Application

Deadline: Friday, November 30, 2018

Event Date:

Saturday-Sunday, May 18-19, 2018

Questions?

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