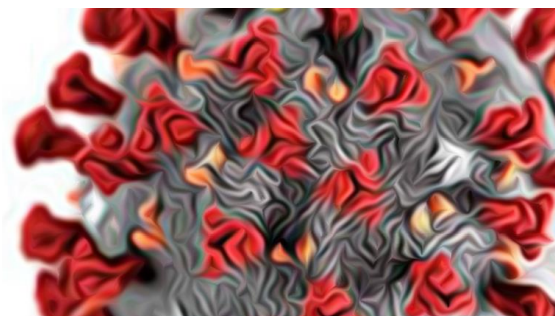




IFEA Coronavirus (COVID-19) Forum



QUESTION & ANSWER SECTION

The Impact of the Coronavirus (COVID-19) Pandemic on Festival & Event Sponsorship

April 1, 2020 Webinar

After each IFEA COVID-19 Forum Webinar, we have quite a number of questions from the attendees that we did not have time to answer. All those submitted to the IFEA post-Webinar, will be sent to the speakers from each Webinar, and answers are provided here.

Questions: A follow up question from this question: "Any advice for an October festival do I continue moving forward on sponsor solicitation?" **"how should I continue or start the dialogue with sponsors we've had for many years -- is it OK to communicate and ask if they want to jump back on board this year? They addressed new sponsors, I would like their input on returning sponsors.**

Answer from Kevin Grothe: I think it's fine to communicate with returning partners. My guess is they will look for a clause that if the event is cancelled or postponed, they can get out of the contract. See sample below.

Cancellation and Preemption

Organization Name will not be held liable if the Event does not take place in whole or part through any Act of God or force majeure, including without limitation, weather, fire, flood, strike, labor dispute, civil unrest or similar cause beyond its reasonable control. All fees paid pursuant to Agreement shall be non-refundable apart from a Government ordered cancellation related to the COVID19 (Coronavirus) both Parties shall be fully discharged from any and all obligations contained within this Agreement.

Question: How do you handle the conversation with sponsors IF Festival/event is cancelled? Individual phone calls? Emails? What does that message look like in order to maintain the relationship?

Answer from Bruce Erley, CFEE: The moment you have a definitive decision on postponement or cancellation, call all your partners. You need to be totally honest and transparent. Their response is likely to be guided by the depth of your relationship. If postponed, you should ask them to continue with their partnership just on a later date. If cancelled, ask them to transfer their sponsorship to 2021.

Question: As a small non-profit, one of our summer events relies on in-kind sponsors, donations of products, to make it worthwhile, profitable. At this point, I'm sensitive to the fact that they are small businesses who are closed, so I don't feel I can ask them to donate. I'm struggling with how to plan for the event when we may not be able to make it happen without donations. Feedback?

Answer from Bruce Erley, CFEE: Since there are small in kind product donations, perhaps you can create a community appeal (e.g. GoFundMe) to provide the funds so that you can purchase their products this year in order to support them and still hold your event.

Answer from Kevin Grothe: Now is not the time. I would stay in touch and let them know you are thinking about them during this difficult time.

Question: Do you believe festivals will be able to run in July of this year?

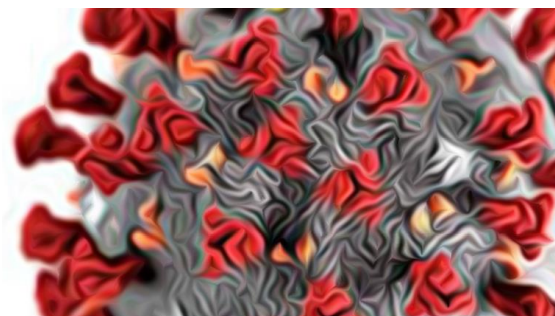
Answer from Bruce Erley, CFEE: I am hopeful, but it depends on the region you live in. You can find the best government estimates on when your region will exit the pandemic at covid19.healthdata.org

Answer from Kevin Grothe: Hard to tell at this point. July would be the earliest as of now.

Question: What are your suggestions for festivals who are the first out of the COVID gate? What type of cautions should they take? How should they promote the festival?



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Answer from Kevin Grothe: Communicate all of the precautions you are taking to make your event/festival safe.

Question: Would you suggest small nonprofits to take the safe route and cancel their event to ensure the best case for financials or risk having the event in hope of getting more sponsors and income this year?

Answer from Kevin Grothe: I think you and your Board have to make that call. Thorough financial scenarios need to be created and shared.

Question: One of the speakers mentioned they are altering the wording of their sponsorship contracts to include events that are postponed or cancelled. Are you able to point me in the direction of any resources related to that?

Answer from Kevin Grothe:

Cancellation and Preemption Sample

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