



Danish Festival, Inc.

Third Party Community Organization – Danish Festival Event Management

Policies, Procedures, & Agreement

This letter explains the policies, procedures and an agreement of the third party community organization responsible for the management of the DF - WAN MarketPlace & Food Court.

This agreement is between the Danish Festival, Inc. and Women's Action Network (WAN):

Danish Festival, Inc.
203 S. Lafayette Street
P.O. Box 211
Greenville, MI. 48838

Women's Action Network
P.O. Box 422
Greenville, MI. 48838

1. DF – WAN MarketPlace & Food Court will be hosted by the Women's Action Network.
2. WAN may appoint two of their members to serve as a MarketPlace Director and a Food Director on the Danish Festival, Inc. Board. This appointment must also be voted in by the Danish Festival Board of Directors.
 - a. Sub-committee may come to the meetings but have no voting rights.
 - b. Directors & WAN Executive Board are welcome at the Strategic Planning Meeting held in January & Post Festival Review Meeting in September of every year. However only the directors may vote.
 - c. Danish Festival & WAN executive boards will meet once a year either at Strategic Planning Meeting or at another time.
 - d. WAN Directors will be invited to the Pre & Post strategic meetings with the City.
3. DF – WAN MarketPlace Director Responsibilities:
 - a. Coordination, organization, and communication of the DF-WAN MarketPlace.
 - b. Secure vendors for the DF-WAN MarketPlace.
 - c. Coordination of set-up and tear-down of the MarketPlace.
 - d. Music in the Park – secure performers and acts.

- e. Secure volunteers for event.
 - Danish Festival Directors will wear their Directors shirts during festival
 - WAN members will wear WAN shirts
 - Danish Festival volunteers will wear volunteers shirts
 - Danish Festival will provide up to 25 volunteer shirts for the event
 - Danish Festival will attempt to provide 15 volunteers during Danish Festival and/or other WAN events.
 - f. Manage command post at Veterans Park during the event.
 - g. WAN Directors will make the Danish Festival Executive Director aware of any event incurring liability or expense.
 - h. Marketing: Any and all marketing materials that will be made public should include the name: Danish Festival, Inc. and include the copyrighted Danish Festival, Inc. logo, along with the Women's Action Networks logo.
 - WAN will have final review of DF – WAN MarketPlace marketing, including social media communication
 - i. Request for funds: Any funds that will be used for a Danish Festival, Inc. event should be presented to the Executive Board for review by January 1st.
 - a. WAN will set and prepare budget. (See #7)
 - j. Vendor Insurance: Subcontractors, such as food or bounce slide must have a Certificate of Insurance on file at the Danish Festival, Inc. office before said Subcontractor can be allowed to set up for any event. The certificate must be received by 5:00 PM the Friday prior to the beginning of the annual Danish Festival.
4. Financial Responsibilities:
- a. All accounting goes through the Danish
 - b. Danish Festival will pay all expenses
 - c. Danish Festival agrees to continue to hire St. Charles for park clean up
 - d. Danish Festival will also hire security for the park from Friday evening to Sunday morning with the cost being deducted from the income of the event.
 - e. All profit after expenses will be split on the following schedule
 - 2018 – 25% to DF & 75% to WAN
 - 2019 – 30% to DF & 70% to WAN
 - 2020 – 35% to DF & 65% to WAN
 - 2021 to 2032 – 40% to DF & 60% to WAN
5. Sponsorships:
- a. Sponsorships for the MarketPlace are only sold by the Executive Director of the Danish Festival.
 - b. WAN will provide names of previous sponsors for future sponsor possibilities and may offer suggestions to Danish Festival of any possible sponsors
 - c. All Sponsorships are included in the income for MarketPlace
 - d. The minimum amount of sponsorships to be sold is on the following schedule:
 - 2018 - \$3,000
 - 2019 - \$4,000
 - 2020 - \$5,000
 - 2021 - \$6,000
 - 2022 to 2032 - \$7,000

- e. Additional sponsorships may be added and sold
 - f. If all sponsorships are not sold, ½ of the remaining amount will be deducted from Danish Festival portion of the profit
6. WAN (Women’s Action Network) understands that this is a Danish Festival Event hosted and run by the WAN group.
 7. Danish Festival will not set a budget for the DF – WAN MarketPlace
 - a. WAN will have final approval of all monetary decisions, including vendor fees
 - b. Vendors will be accepted at the park until Sunday
 - Friday – full price
 - Saturday - \$100
 - Sunday – negotiable
 8. WAN retains final authority of all vendor activities.
 - a. All applications will be collected by WAN if approved will then be forwarded to Executive Director of Danish Festival.
 - b. All checks will be made out to WAN
 - If approval isn’t granted WAN will return check
 - c. Credit Card payments will also be accepted by WAN
 - d. WAN will then write a check to the Danish Festival for all accepted/paid vendors
 - e. Communication to and from vendors will be handled by/thru WAN
 - f. Danish Festival Board & Executive Director agrees to not solicit any vendor of the DF – WAN MarketPlace for use at any other location during festival.
 - g. WAN agrees to not solicit any downtown vendor for use at the Park
 - h. Definition of vendors at Park & Downtown
 - Park:
Direct Sales, Non-profit, Political, Buy/Sell, Event Marketing
 - Downtown:
Hand Crafted, Buy/Sell, Sponsored Event Marketing
 9. WAN retains full authority over the location of the DF – WAN MarketPlace event.
 - a. The event will be held at Veterans Park for the duration of the contract
 10. Danish Festival & Women’s Action Network may renegotiate this contract in 2032.

Date: May 5, 2017

Wayne A Baker
2017 President, Danish Festival, Inc.

Date: May 5, 2017

Kamey Krum-Howe
2017 President, Women’s Action Network