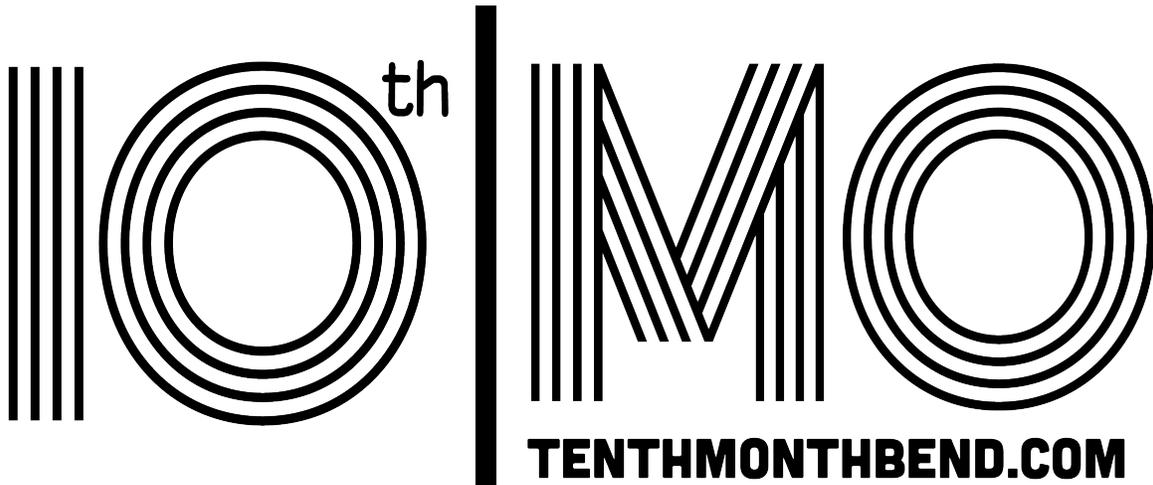


# BEND'S MONTH-LONG CELEBRATION OF IDEAS & INNOVATION



## TENTH MONTH INFORMATION & COLLABORATION GUIDELINES

### WHAT IS TENTH MONTH?

Tenth Month is a month-long festival of brave ideas in art, film, tech, and business, celebrating the creative energy of Bend. Participants are encouraged to build and share their own itineraries with October events, urban adventures and outdoor escapes.

Visit Bend has designated October as a creative ideas month, highlighting the creative, innovative and entrepreneurial programming in Bend. The BendFilm Festival, Bend Venture Conference, and Swivel have hosted their annual events in the month of October for numerous years. With the addition of the Bend Design Conference, the month of October is the perfect time to

celebrate the spirit of innovation, cultural offerings and creative excellence here in Bend.

The objective of Tenth Month is to attract other local organizations to host their events during the month of October and entice tourism visits from outside of a 50-mile radius.

### **HOW IS TENTH MONTH BEING PROMOTED?**

An extensive digital marketing & media plan is in place to promote the month in Bend. Portland, Seattle & San Francisco are the targeted metro areas. Promotions include digital banner ads, PR, Pandora radio ads, paid social media campaigns, and content marketing.

### **WHAT DO I GET FOR BEING A PARTICIPATING EVENT IN TENTH MONTH?**

- Mentions in social media and content marketing promotions
- Inclusion on the official TenthMonthBend.com landing page with a link and description promoting your event
- Inclusion in the official Tenth Month collateral

If selected to participate, you must agree to follow the “spirit of collaboration” guidelines set forth by Tenth Month in the next section. Failure to cross-promote your event with Tenth Month may result in removal from all promotions.

## **WHAT DO I HAVE TO DO TO BE INCLUDED IN TENTH MONTH?**

All participating events need to contribute to Tenth Month promotional efforts through a show of collaboration and affiliation. This benefits all of us. Your commitment to the following is required in order to be included:

### ***Spirit of collaboration instructions***

- Include the official Tenth Month logo badge on all print and marketing materials. An official Tenth Month badge will be provided to all participants with brand guidelines.
- Include the official Tenth Month logo badge on your website with a link to [TenthMonthBend.com](http://TenthMonthBend.com)
- Include the official #TenthMonthBend hashtag in relevant social media posts for your events
- Provide contact information for the person handling the marketing for your event.
- Provide 10 wholesale tickets to your event for the Tenth Month Pass. The Ultimate Pass will be sold at [TenthMonthBend.com](http://TenthMonthBend.com) for \$1010. Your event will be reimbursed for an agreed upon wholesale rate for each ticket sold.
- Each event agrees to provide Tenth Month with 11 complimentary Ultimate Passes to be used for PR purposes. These will only be distributed to media, online influencers and bloggers who will promote the event. One pass will be given to the official Tenth Month photographer (if applicable) to capture professional

images of each event to be used in social media and other marketing materials.

## **FAQs**

**Q: Do I have to be a nonprofit organization to participate?**

**A: No, any type of organization may apply – including government agencies. The Tenth Month Team and Visit Bend will determine if your event aligns with our vision.**

**Q: Do I have to be based in Bend to participate?**

**A: No; however, your activity must take place in Bend during the month of October and qualify to be a part of Tenth Month.**

**Q: What events and/or activities can be included?**

**A: Any arts, culture, tech, or innovative activity that would appeal to an out-of-area visitor and encourage a visit to Bend for the event. The Tenth Month team and Visit Bend will determine if you qualify.**

**Q: What type of events can be part of Tenth Month?**

**A: Read the following guidelines below to see if your event qualifies for Tenth Month:**

**Qualifies for Tenth Month:**

- Events that will attract attendees from outside the region
- Multi-day festivals/conferences. Examples: Swivel, Bend Venture Conference
- Annual headlining event for an organization. Examples: BendFilm Festival

**Does Not Qualify for Tenth Month:**

- Retail events. Examples: sales, grand openings, demo events, etc.
- Regular recurring events. Examples: First Friday, beer/wine tastings, classes, tours
- Fundraising events and membership drives
- Events of local interest only. Examples: high school plays, trivia night, home & garden shows

**Q: How much does it cost to participate?**

**A:** Nothing – it's free to participate. Visit Bend is funding the campaign through lodging tax dollars to drive tourism to Bend during the shoulder season. We only require you to “give back” to Tenth Month’s promotional efforts (see below).

## **Q: Why should I participate?**

**A: Tenth Month will be marketed extensively outside of Bend to promote all related events under the Tenth Month campaign. All PR, marketing, collateral and media buys will drive inquiries to TenthMonthBend.com. Your event will receive significant exposure.**

## **Q: How do I participate in Tenth Month?**

**A: Tenth Month promotions are being developed to enhance YOUR event marketing. To be considered as a Tenth Month event you need to meet the following qualifications:**

**+ Event website**

**+ Active social media channels**

**+ Completion of an online form at TenthMonthBend.com. We will need the following items from you:**

**+ Description of your event (we reserve the right to edit based on Tenth Month brand tone and brevity)**

**+ Logo (high resolution 300 DPI, full-color, vector EPS or AI file)**

**+ Three photos (high resolution 300 DPI) from your event for Tenth Month to use in promotions (if applicable)**

+ Contact person's name, email & phone number for all marketing related questions and needs

+ Follow all "spirit of collaboration" instructions above to be promoted as an official Tenth Month event.

*To be considered, fill out the "Participate" form at [TenthMonthBend.com](http://TenthMonthBend.com).*

Please note that all of the provided information will be included on the website and may be published as submitted.

**Q: Whom should I contact if these answers don't address my questions?**

A: Contact Cassondra Schindler, co-producer & community liaison of Tenth Month, at [hello@tenthmonthbend.com](mailto:hello@tenthmonthbend.com) or by phone at 541-222-9380. You may also contact Valerie Warren, VP of Operations at Visit Bend, at [valerie@visitbend.com](mailto:valerie@visitbend.com) or by calling 541-382-8048

**Q: Where can I find information on Bend Tourism?**

A: Please visit the links below for additional information: <http://www.visitbend.com/About-Us/summer-survey-2008/> as well as this report: <http://www.visitbend.com/RRC-FINAL.pdf>