

Perthshire Open Studios (POS) & Pitlochry Festival Theatre (PFT)

Partnership Agreement

September 2015

Aim of the Partnership:

To work together to promote the Visual Arts and the Performing Arts in Perthshire and beyond.

Objectives:

Organise Art Shows in the Theatre premises throughout the year to show the work of POS artists

Promote each other's activities through reciprocal advertising and joint publicity via Social Media, websites and printed materials.

Organise joint events, such as an annual Showcase Exhibition Launch to coincide with the POS annual event, or seasonal PFT events.

Operational Issues:

PFT to charge 30% commission plus VAT on sales of POS works of art, 5% to be refunded to POS

POS to curate their Art Exhibitions and handle all artist liaison. PFT to assist with the hanging of the exhibition and to provide guidance on the wall space available and the price range of works that tend to sell.

Both organisations to promote the Exhibitions within relevant marketing materials and both organisations to be accredited appropriately (i.e. logos) when a major event such as the annual Showcase is advertised.

Review

Both POS and PFT to monitor the effectiveness of the arrangements, and to review these at least annually.