



November 1, 2021

Dear Phoenix International Heritage Festival Friend,

The Phoenix International Heritage Festival (PIHF: /pīf/ or pife) Steering Committee would like to invite you to be a part of the 2022 PIHF, "Dream in Color". The dates for the 2022 PIHF will be April 9<sup>th</sup> and April 10<sup>th</sup> from 10 AM – 5 PM. The festival is being held virtually. Due to the current climate with COVID-19 we have decided for the safety of all involved that our event will better serve the greater community by being held on-line. We hope you will join us!

Entertainers, we need you to submit a recording or YouTube link of your performance to host for our virtual show. If you have merchandise for sale, please apply as a merchandise vendor.

We encourage you to get creative with your videos, so they stand out and best represent your business. We absolutely love cooking demonstrations from our food vendors, arts and craft demonstrations from our merchandise vendors, and informative stories from our non-profits and exhibitors. These are just a few examples, please get as reasonably original as you like. We would love to see you even include this year's theme! We ask that your videos be at least 5 minutes in length and no more than 60 minutes.

This is a friends and family event. We ask that all content fit our target audience. We will not advertise any content that is not approved by our team. So, let's have some good clean fun!

I have enclosed the 2022 PIHF guidelines. Please read the guidelines and fill out our contract on-line and return **by March 31<sup>st</sup>, 2022**. Applications will be available on-line starting November 15<sup>th</sup>, 2021.

**Please Note:**

- The application must be submitted on-line by March 31<sup>st</sup>, 2022.
- Sending in your contract does not guarantee participation in the festival. All contracts are subject to approval by the PIHF Steering Committee.

- **The final deadline for all applications is March 31<sup>st</sup>, 2022. Applications will not be accepted after this date.**

This will be the 2<sup>nd</sup> year for Phoenix International Heritage Festival! Festival participation is estimated to range between 500 to 1,500 people for the two-day event based upon similar virtual festivals. The theme for the 2022 Phoenix International Heritage Festival is “Dream in Color”, which recognizes the deep historical importance of seeing the beauty in our differences while appreciating our similarities. Festival hours are 10:00 a.m. to 5:00 p.m., both Saturday and Sunday. The festival includes entertainment, drums and martial arts, merchandise vendors, food vendors, clubs, fine arts, children’s games, and exhibits.

Your participation as an entertainer is great honor to us. With the anticipated attendance our goal is to help businesses who promote unity in the community gain local and nationwide exposure through our robust social media outlets, including you in our publications, and through your performance at the virtual event. We do offer on-line links to your site or an on-line shop if you wish to sell memorabilia at the virtual festival.

Please include electronic logos and photos of your business for inclusion on the [WWW.PIHFLIFE.ORG](http://WWW.PIHFLIFE.ORG) website. We would like to have a logo for all our Phoenix International Heritage Festival participants.

Please feel free to contact me at (855) 534-2669 if you have any questions. We look forward to hearing from you.

Best wishes,

**Chakeia Johnson** | Entertainment Coordinator | **PIHF**  
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## 2022 PHOENIX INTERNATIONAL HERITAGE FESTIVAL ENTERTAINMENT GUIDELINES

- I. Participants should plan on participating for their allotted video preparation, participation, and submission time. The full hours of the event are from 10:00 a.m. to 5:00 p.m. each day, Saturday, April 9th and Sunday, April 10th, 2022. Applications are available online November 15<sup>th</sup>, 2021.
- II.
  1. The video should be a minimum of 5 minutes in length and no more than 60 minutes.
  2. Videos will be used on our PIHFLIFE.org website or referenced and linked to YouTube, Facebook, Instagram and/or our social media outlets.
  3. We ask that it is family friendly.
  4. Originality is encouraged!
  5. Quality sound and video is required. Audio levels and clarity, adequate lighting and video stability are suggested to gain approval.  
Please submit your videos in an MP4 format with H.264 video codec and AAC audio codec. You get a high-quality video and a small file size with this formatting. However, most social media, particularly YouTube also supports the following formats: MOV, MPEG4, AVI, MPEG PS, FLV, 3GPP and WebM. We also accept YouTube links.
  6. Videos, links, logos and all pertinent information are due when applications are submitted. We will review all content, so we need time to do so. The earlier you submit, the better for all involved.
  7. Please mention our theme and encourage viewers to support our festival.

Submit for viewing and approval starting on November 15<sup>th</sup>, 2021. Videos will be posted to the Phoenix International Heritage Festival social media outlets starting April 1<sup>st</sup>-April 30<sup>th</sup>, 2022.

*Proprietary to Phoenix International Heritage Festival until May 1st, 2022.*

- III. **DUPLICATION / SELECTION PROCESS** Vendor acceptance is subject to the approval of the Phoenix International Heritage Festival Committee. We attempt to limit duplication of items

sold; past participation in Phoenix International Heritage Festival will not imply continued participation. However, for this year only, your participation will guarantee you a spot in our next on-site festival. The Steering Committee reserves the right to regulate all articles and goods for sale or display. We also reserve the right to not advertise any video or site that does not meet our friends and family guidelines. Please note that custom calligraphy on fans are the sole right of the Committee. **Your application is complete when you receive confirmation from the festival. If a fee is required, then application is complete when your fee is received.**

***Please submit on-line your company logo with the company name for our PIHF website and/or advertising for the festival. To whom this may concern, we also ask that you create a special coupon code to help track sales that come to your site or business from the PIHF.***

- IV. Fees: Entertainers do not have a fee for participation.
- V. Product and Content Guidelines: Entertainers agree to not sell any unapproved merchandise product during their videos or on their website. If you plan to sell merchandise on our site, we ask that you also apply as a merchandise vendor.

All content must adhere to these guidelines:

Entertainers agree to only perform content approved in advance.

Entertainers will not market any counterfeit items (performances, acts etc.) that infringe on copyright or trademark privileges. **Entertainers are responsible for procuring the proper licenses for their performance.**

**Participants may not market or display weapons or replicas of weapons of any kind at the live festival; this is not voided for the online event.**

Only authentic cultural items may be on display during the Phoenix International Heritage Festival virtual event. The Phoenix International Heritage Festival Committee reserves the right to require items not to be sold at the virtual event (i.e. any items we deem culturally inappropriate or offensive). If deemed inappropriate, we will simply remove your content from our site.

- VI. Detailed Information:

The Phoenix International Heritage Festival Steering Committee reserves the right to regulate all articles for sale, displays, and virtual booths.

Dates of Operation: Saturday, April 9th and Sunday, April 10th, 2022

Hours of Operation: Phoenix International Heritage Festival hours are officially 10:00 a.m. – 5:00 p.m.

Participation Application: All participants **must sign** the Participation Application and **return** it by **March 31st, 2022** for early acceptance into the festival or by

the final deadline of **March 31st, 2022**. Your video content and logos must be uploaded with your application.

City Sales and Tax License: A City sales tax license number may be required for selling items. Please contact the City Treasurers Office at **(602) 262-6785, Option 4** to see if a tax number is required.

Publicity: We will use social media outlets, publications, and fliers to advertise this on-line event. Please feel free to advertise your participation in the PIHF after you are approved. It is a team effort to get the word out about this event and its location!

Event Participation: **The video link you provide will be available during our virtual event. Content is the property of the Phoenix International Heritage Festival for the month of the festival. Content may be reused for future festivals, marketing, social media and public relations purposes.**

Liability: The City of Phoenix does not carry accident insurance to cover participants. Involvement in any activity is at your own risk.

**Friendly Reminders:**

**City sales and tax license: (602) 262-6785, Option 4**

**Please sign and upload the Contract attached ON-LINE at PIHFLIFE.ORG.**

Please feel free to contact Keia Johnson at (855) 534-2669 (you may also text this number) if you have any questions.

We look forward to reviewing your application.



**2022 PHOENIX INTERNATIONAL HERITAGE FESTIVAL  
CONTRACT & SIGNATURE PAGE**

Name of Business:

Name of Representative:

This signature verifies that I have read and acknowledge the 2022 Virtual Participation Letter and Guidelines of the Phoenix International Heritage Festival. I agree to the terms and conditions set forth by the guidelines.

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Signature of Representative

Date