

RECIPROCAL ADVERTISING AGREEMENT

Print Advertising: Between ____ and ____ days prior to the Event:

- ☐ **Performer Will:** Post a minimum of ____ printed playbills in public spaces.
These will contain a QR Code linked to the Venue's web page.
- ☐ **Venue Will:** Post a minimum of ____ printed playbills in the venue.
These will contain a QR Code linked to the Performer's web page.
- ☐ **Venue Will:** Display a minimum of ____ tabletop Ads for ____ days before Event.
These will contain a QR Code linked to the Performer's web page.

E-Mail Notification: Between ____ and ____ days prior to the Event:

- ☐ **Performer** will send Event Ads to all the persons on their fans list.
- ☐ **Venue** will send Event Ads to all the person on their customer list.

Web Site Event Schedule: No less than ____ days prior to the Event:

- ☐ **Venue** will post the Event on their Event Schedule on their web site www.AZO.Rocks.
This schedule shall be accessible on smartphone as well as desktop PC
- ☒ **Performer** will post the Event on their Event Schedule on their web site.

Facebook Posts and Ads: Between ____ and ____ days prior to the Event:

- ☐ **Venue** will post the Event as a Facebook Event on their Facebook site
- ☐ **Venue** will post an Ad about the Event on their Facebook site.
- ☐ **Venue** will post at least ____ Event related items on their Facebook site.
- ☐ **Performer** will post the Event as a Facebook Event on their Facebook site.
- ☐ **Performer** will post an Ad about the Event on their Facebook site.
- ☐ **Performer** will post at least ____ Event related items on their Facebook site.

Social Media Posts and Ads

Between ____ and ____ days prior to the Event, Venue and Performer will advertise the Event on various Social Media Platforms, as indicated below:

Platform	Venue Will		Performer Will	
	Post Messages	Place Ads	Post Messages	Place Ads
Instagram	☐	☐	☐	☐
Twitter/X	☐	☐	☐	☐
YouTube	☐	☐	☐	☐
Pinterest	☐	☐	☐	☐
WhatsApp	☐	☐	☐	☐
TikTok	☐	☐	☐	☐
Reddit	☐	☐	☐	☐
	☐	☐	☐	☐

RECIPROCAL MARKETING AGREEMENT

Customer Contact Information

- ☐ **Venue** will share with **Performer** all **new** attendee information* capture in connection with this Event
- ☐ **Venue** will share with **Performer** all **new** attendee information* capture in connection with this Event
- * By **any** means, including but not limited to Advertising, Ticketing, Registration, and Social Media.

Hyperlinks

From ___ to ___ Venue and Performer agree to the following:

Venue Agrees to:		Performer Agrees to:	
Place links that point to Performer's Web Site or Facebook Page, in the locations listed below		Place links that point to Venue's Web Site or Facebook Page, in the locations listed below	
☐	Logo/Link in Web Site Footer	☐	Logo/Link in Web Site Footer
☐	Links in Event Schedules	☐	Links in Event Schedules
☐	Links in Community Artist Directory	☐	Links in "venues played in" lists
☐	Links in posted videos	☐	Links in posted videos
☐	Links in posted Photos	☐	Links in posted Photos
☐	Post in Facebook "Favorites" List	☐	Post in Facebook "Favorites" List