

Addendum to Media Kit

RE: First Friday Participant Guidelines

Use of the First Friday Flag and/or logo:

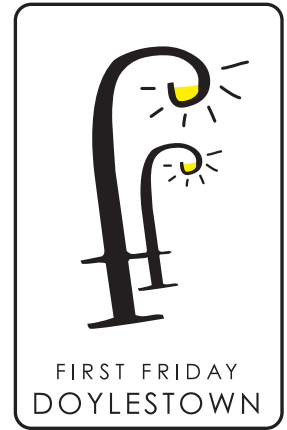
1. If you have the flag and/or logo displayed on the eve of First Friday, you **must have an artist and/or music** in or in front of your establishment.
2. First Friday Flags should go up anytime during the day of the event, and should be **brought inside at the end of the night** to prevent theft.
3. Use of the First Friday Flag or First Friday Logo for any promotional materials must be submitted to a member of the First Friday Doylestown Committee. **The logo is copyrighted**, and any unauthorized use is prohibited.
4. In order to have **use of the First Friday Flag** and/or logo merchant must pay the annual fee of \$230.00.

Art and Music:

1. Please try to stay **open until "at least" 9pm** the night of First Friday.
2. **"Inside music and art" can continue as long as the establishments are open.**
3. **Outside music should stop by 9:30 pm.** The city has requested also that **music at the pocket parks also stop by 9:30.**
4. Outside music is proving to be very popular, please alert your neighbors if you plan for outside music. **If two establishments near each other both have outside music, please be courteous in regards to volume.**
5. We request that all musicians and artists performances at your locations **conclude at your close of business** out of respect for our downtown neighbors and residents.

Media:

1. The **funds collected for first friday go primarily toward advertising.** Secondly, toward promotional materials and trash pick up for the event. The committee is making every attempt possible to increase awareness in all areas of advertising and promotion.
2. As soon as you can, please e-mail info@firstfridaydoylestown.com to **alert us of the artist or musician you are hosting** so we may list that information for you on www.firstfridaydoylestown.com.



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e-mail
info@firstfridaydoylestown.com

website
www.firstfridaydoylestown.com

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