

Event Activation Collaboration Agreement



Program Description

VACAYA is reimagining LGBT+ vacations and is proud to collaborate with the travel community to engage our mutual guests at events with an exciting activation. The activation will enable the event attendees to exchange their email address for an entry into a drawing for a chance to win a FREE LGBT+ vacation. VACAYA and the travel agent/agency managing the event activation will share 100% of the email addresses collected via the vacation drawing entry forms.

VACAYA Responsibilities

- Initiate, fund and execute the VACAYA Vacation Drawing
- Initiate, fund and deliver designated event activation materials (including round-trip shipping)
- Data entry of completed vacation drawing forms (sharing the email data file with travel agent)

Travel Agent Responsibilities

- Initiate, fund, organize and staff a booth at the designated event
- Execute the activation with the designated materials
- Commit to collecting a minimum of 500 completed vacation drawing entry forms
- Coordinate return of designated activation materials (via pre-paid shipping label from VACAYA)
- Return 100% of completed vacation drawing entry forms to VACAYA within 7 days of the event
- Deliver least 3 digital photos of event activation to VACAYA

Event Activation Materials

- Two Roll Up Banner(s) – Free Standing (6' tall by 36" wide)
- One small table top banner
- One-Page Flyer (downloadable from our website) plus other printable items
- Vacation Drawing Entry Forms
- Vacation Drawing Entry Form Collection Box
- Pens
- Zip Ties

Event Name: _____

Event Date(s): _____

Event City: _____

Estimated Attendance (at Festival for length of time you plan to have a booth) _____

Shipping Information: Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Ideal Shipment Deliver Date: _____

Is this a home or office address? _____

Ideal Return Ship Date (for prepaid label)? _____

This document outlines the program details and agreement between VACAYA, LLC and the event leader.

Agent Name

Patrick Gunn, CMO, VACAYA

Agency Name

Date

Date

To place your order for the kit, please return this form signed to patrick@myvacaya.com