



GOTHAM EARLY MUSIC SCENE

340 RIVERSIDE DRIVE, SUITE 1A, NEW YORK NY 10025

New York City Big List 2011 - Participation Agreement

(submission deadline: July 15, 2011)

The New York City Big List ("Big List") is a marketing project of Gotham Early Music Scene (GEMS). Its goals are to identify a targeted, qualified and focused group of arts consumers; examine consumer behavior through comparative market analysis; and to simplify cultural list exchanges between participating New York-based, non-profit music and arts organizations-- all of which should improve the effectiveness of direct mail marketing campaigns.

On behalf of my organization, I agree to abide by all rules and regulations set forth in this agreement.

- As a participant, I agree to submit names and mailing addresses of patrons from my organization to Enertex Marketing, the designated list processing vendor for the Big List, by no later than 4:00 pm on July 15, 2011. I understand that these names will be accessible to all participants in the List Cooperative for mailings by participants until August 1, 2012 (the "participating term"). The number of names I submit will be consistent with the good faith estimate provided below.
I understand that during the participating term my organization will be permitted to extract a maximum number of names from the Big List equal to the net number of names yielded from my submission(s) to the Big List times the number of participants in the List, and that these names are for mailing use only. There is no limit to the number of times I may access the list; however I may not re-sell or trade these names to others.
I agree not to use these names for donor solicitation; however, I understand that these names may be used for "member solicitation" or "subscription solicitation" if my organization offers an existing, on-going membership program or subscription series.
I agree not to use these names for any telemarketing or email marketing campaigns.
I understand that my organization may specify "black-out" dates during which names from my list will not be available to others. I will provide the "black-out" dates to Enertex at least 60 days prior to their commencement.
I agree to contribute \$150 to the costs of initially creating the list, and to assume all costs associated with list extraction including, but not limited to: extraction fees, printing, postage and mail house costs. List extraction fees will be set by Enertex Marketing, who will provide a list of all fees prior to each extraction. These fees will vary depending on the size and complexity of each extraction and will be consistent with pricing outlined by the vendor.
I understand that details regarding the formatting of the list I will provide to the Big List are available on the GEMS website. It is understood that best practice industry standards will be followed when formatting and segmenting my list.
Should my organization fail to abide by the rules and regulations of the Big List, I understand that my organization's list extraction rights will be revoked for the duration of the participating term; however, all names submitted by my organization will remain open to all participants in good standing. In addition, my organization may be held liable to any other participants should this misuse result in any liabilities.

ORGANIZATION: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

PHONE: - - EMAIL: \_\_\_\_\_

NUMBER OF NAMES I PLAN TO SUBMIT TO THE "BIG LIST": \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

TO PARTICIPATE IN THE 2011 NEW YORK CITY BIG LIST: Please sign this form and mail it together with your check for \$150 payable to 'Gotham Early Music Scene' OR fax it to us at (212) 866-0468 and visit http://www.gemsny.org/professionalservices/gemsbiglist.html to pay by credit card. Deadline is July 15, 2011.

My signature represents evidence that I am empowered by the organization listed to act on its behalf in this matter.