



**“THY MIGHTY STAFF”
INSTRUCTOR BOOKING AGREEMENT
AILEEN LAWLOR**

FLOWTOYS/FIRE SMOOTHIE FIRE DUET/CO-FOUNDER, VULCAN CREW

FBTP AND FRIENDS WILL LEARN WITH AILEEN LAWLOR FOR A 2-DAY SERIES OF STAFF WORKSHOPS IN MIAMI, FLORIDA.

ITINERARY:

*** SATURDAY, MARCH 5, 2011**

AILEEN ARRIVES IN MIAMI
WORKSHOP AT 1PM – 4PM
3 HOURS.

FIRE BY THE PALM AND FRIENDS WILL HAVE A FIREDANCING MEETUP ON THE BEACH AT 9PM ON SATURDAY. WE ARE THROWING IT FOR YOU ☺.

*** SUNDAY, MARCH 6, 2011**

WORKSHOP #1: 2 PM – 5 PM

*** MONDAY, MARCH 7, 2011**

RETURN TO CALIFORNIA

FIRE BY THE PALM WILL PROVIDE AIRPORT TRANSFER FOR ARRIVAL AND DEPARTURE.

MARKETING AND PROMOTION

BOTH FBTP AND AILEEN WILL USE ALL AVAILABLE AND RELEVANT MARKETING VEHICLES IN PROMOTING THIS EVENT. THE MARKETING CHANNEL LIST INCLUDES, BUT IS NOT LIMITED TO:

FACEBOOK

PAGES AND PROFILES

AILEEN, JULIAN, FIRE SMOOTHIE, FLOWTOYS, FBTP, VC, MORE IF ABLE.

YOUTUBE – SAME AS FACEBOOK

LINKEDIN - FBTP

FIREWIRE (FBTP NEWSLETTER)

FLOWTOYS

PLAYPOI (IF ABLE)

VULCAN CREW

BOTH AILEEN AND FBTP WILL POST ANNOUNCEMENTS FROM THEIR RESPECTIVE PERSONAL *AND* BUSINESS ACCOUNTS WHERE ACCOUNTS ARE HELD.

LOGISTICS:

TRANSFERS TO/FROM AIRPORT WILL BE PROVIDED.

FBTP WILL SECURE VENUE, PROCESS REGISTRATIONS CHECK-INS AND PAYMENT.

REVENUES AND SPLITS:

PRICE POINTS:

- EITHER WORKSHOP = \$30
- TWO WORKSHOPS = \$49 (BUY BOTH AND SAVE!)

TOPLINE – EXPENSES = NET PROCEEDS

NET PROCEEDS SPLIT: AILEEN 75% / FBTP 25%

EXPENSES:

- WE WILL BUDGET \$50 FOR A PR AND ADVERTISING CAMPAIGN. THIS WILL BE DEDUCTED FROM THE TOPLINE SALES *BEFORE* FBTP OR AILEEN IS PAID.

- PAYPAL FEES (ESTIMATED AT 3%, CAPPED AT 3% IF NUMBER IS HIGHER)
- 5 “GOLDEN TICKETS” PER WORKSHOP WILL BE ISSUED TO SPONSORS AND OTHER INSTRUCTORS AS INCENTIVE TO REACH OUT TO THEIR LOCAL SPINJAM COMMUNITIES. THESE TICKETS WILL BE NEITHER ADDED TO NOR DEDUCTED FROM REVENUES. AT THIS TIME, THESE TICKETS ARE EXPECTED TO GO TO:
 1. ALEX HERNANDEZ, FIRE BY THE PALM PRODUCTIONS
 2. HEATHER FOY, GROOVOLUTION STUDIO
 3. LISA SHEHAN, PYROFUSION FIRE TROUPE
 4. MARIE BARETT, BLAZENAPLES FIRE TROUPE
 5. SEAN WINN, FIRE-TOYS.NET

SIGNED BY:

JULIAN CAMPOLO
PRESIDENT, FIRE BY THE PALM PRODUCTIONS

AND

AILEEN LAWLOR, INSTRUCTOR.