



## **ARTISTS OF THE GENESSEE VALLEY STUDIO TOUR 2010**

A program sponsored by the  
Genesee Valley Council on the Arts



### **Purposes**

- Offers an opportunity for the public to view area artisans' work, observe artists working at their craft, and purchase artwork directly from the artists.
- Allows artists an opportunity to directly connect with and educate the public and to sell/take orders for their artwork.
- Raises awareness of the arts council with artists and the public.
- Contributes to tourism in Livingston County.

### **Schedule & Timeline**

- The event runs Saturday and Sunday, October 23 and 24, 2010, 11am-5pm both days.
- Artist application, mailing list, images and full payment are due Friday, May 21, 2010.
- Additional signs must be ordered by July 30.
- Signs and brochures must be picked up the week of September 13.
- Call us with any questions: 243-6785.

### **What GVCA Provides**

- Development, printing, direct mailing and distribution of a 4-color brochure (approximately 10,000).
- Creation and placement of PR and advertising as the budget allows.
- Grant writing to secure funds if available and appropriate for this program.
- Signs for new participants. Extra signs at \$10/each for any artist.
- Date labels for signs.
- Inclusion of the event and brochure/map on [www.gvcaonline.org](http://www.gvcaonline.org) .
- Bulk mailing of the brochure/map to artists' address lists. GVCA will input addresses provided by artists into a database for bulk mailing purposes.
- Fifty brochures/maps per artist for each artists' own PR uses; pick these up at our office the week of September 13 or have them shipped to you for a \$10 fee.
- GVCA does not provide volunteers.

## **Artist Requirements**

- Submit application and required materials on time.
- Membership in the Genesee Valley Council on the Arts at least through October 2010.
- Artists must staff their studio during the tour dates/times **OR** ensure that their studio is staffed with a knowledgeable replacement (this includes artists participating in groups).
- **If an emergency arises**, artists must find someone to staff their studio **and** notify Kathryn Hollinger at 738-9202 (number only to be used during tour weekend; otherwise, call office 243-6785).
- Mailing list of 50 complete addresses is required with application or artist must pay an additional marketing fee of \$75.
- Affix date label to Studio Tour sign and display beginning October 1.
- Post Studio Tour directional signs (remove date label) for the entire Studio Tour weekend and remove/store or return to GVCA after the event. (Studio Tour signs may not be used for any other purpose.)

## **Levels of Participation & Benefits**

### ***Individual Artist - \$125 plus GVCA membership***

Your "studio" may be any location in Livingston County and you may exhibit individually or with others registered for this tour. Benefits:

- The brochure will include 1 photo of your artwork, your name and contact information, directions to your location, and a dot on the map.
- Brochures:
  - 50 for your studio.
  - 50 bulk mailed at our expense to 50 addresses you provide.
  - Additional brochures bulk mailed at your expense, \$25 per 50 addresses.
- If you have not participated before, we will provide you with 3 signs (additional signs may be ordered by July 30 at \$10/each), which must be picked up from the GVCA office the week of September 13.

### ***Group Artist - \$75 plus GVCA membership***

Your "studio" may be any location in Livingston County and you are exhibiting with at least one other individual registered for this tour at a single location. Benefits:

- The brochure will include 1 photo of your location, contact information for your location, directions to your location, your name, and a dot on the map [please note: we are promoting your location rather than you/your artwork].
- Brochures:
  - 50 for your studio.
  - 25 bulk mailed at our expense to 25 addresses you provide.
  - Additional brochures bulk mailed at your expense, \$25 per 50 addresses.
- If you have not participated before, we will provide 3 signs per location (additional signs may be ordered by July 30 at \$10/each), which must be picked up from the GVCA office the week of September 13.

### ***Gallery - \$200 plus GVCA membership***

Your “studio” may be any location in Livingston County and you may exhibit on behalf of and represent others not registered for this tour. Benefits:

- The brochure will include 1 photo of your location, contact information for your location, directions to your location, your name, the names of the artists you represent (without contact information), and a dot on the map [please note: we are promoting your location].
- Brochures:
  - 50 for your studio.
  - 50 bulk mailed at our expense to 50 addresses you provide.
  - Additional brochures bulk mailed at your expense, \$25 per 50 addresses.
- If you have not participated before, we will provide 3 signs per location (additional signs may be ordered by July 30 at \$10/each), which must be picked up from the GVCA office the week of September 13.

### **Images**

- Digital images should be downloaded to CD or emailed to [salome@gvcaonline.org](mailto:salome@gvcaonline.org) and submitted by the application deadline.
- If you do not have the capability to provide images on CD, good quality photographs may be delivered to our office for scanning. Color is preferred over black and white.
- Please identify any photographs sent to the office so that we may name them accurately and then return them to you.

#### ***Digital image requirements:***

- 300 dpi or better
- TIFF or JPG
- CMYK is preferred over RGB
- Do NOT compress images
- Crop to exclude unwanted background elements
- Be sure color is accurate

#### ***Naming your files:***

Use your last name followed by one significant word from the title of the image and the digits 10. For example, Kathryn Hollinger’s image of Noel’s Sweater would be named: HollingerSweater10.tif .

Keep pages 1-4 for your reference. Do not return with application.

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## ARTISTS OF THE GENESEE VALLEY

### SIGN ORDER FORM

If you require additional signs, please complete and send with payment to GVCA,  
4 Murray Hill Drive, Mount Morris NY 14510.

This order must be received by **July 30, 2010**. Thank you.

NAME	
TELEPHONE	
EMAIL	
# SIGNS DESIRED	
PAYMENT ENCLOSED	# signs      X \$10/each = \$

Signs will be available for pick up at the GVCA office the week of September 13. These cannot be shipped to you. Thanks!

## 2010 Artists of the Genesee Valley Studio Tour – Application

Due May 21, 2010 with studio tour fee plus membership fee if not currently a member. Your membership must be valid through October 2010 to participate.

### ***I am registering as a/an***

- Individual Artist
- Group Artist
- Gallery

### ***Membership status***

- I am currently a GVCA member or business supporter through at least October 2010.
- I am not sure if I am a member or if my membership is current; please let me know.
- Membership is enclosed – check one: \$25-Individual; \$35-Family;  
\$50-Friend of the Arts; \$100-Benefactor; \$200-Patron; \$300-Silver;   
\$500-Gold; \$1000-Platinum  
\$100-Business Donor; \$175-Business Sponsor

### ***Mailing List***

- A list of 50 complete addresses; preferably email to salome@gvcaonline.org by May 21. Any format is acceptable. Enclose hard copy only if addresses cannot be emailed. (GVCA will input these addresses into a database for bulk mailing.)
- A marketing fee of \$75 is enclosed in lieu of addresses.

### ***Brochures/Maps***

- I will pick up my allotment of 50 brochures the week of September 13.
- Please ship the brochures to me; an additional \$10 is enclosed.
- Optional: I am enclosing \$\_\_\_\_\_ and addresses to have an additional \_\_\_\_\_ (#) brochures bulk mailed by GVCA. (\$25 per 50; 50 minimum)

### ***Signs***

- I have an adequate number of signs and will not need more.
- I am a new participant and will pick up my 3 signs and stakes the week of September 13. (Sorry, we can't ship these to you)
- I intend to order additional signs. (You may include your order now or be sure we receive it by July 30.)

### ***I can be of help to GVCA***

- I am willing to approach restaurants or businesses for sponsorship of this event (we'll send you details in June).
- I am willing to help distribute brochures.
- I can help:

Name			
Business Name			
Studio Address			
Town		Zip	
Studio Telephone			
Home Telephone			
Email			
Website address	http://		

<p>Brochure description [group artists: this must describe your location, not your work] – <b>limit to 30 words</b></p>

<p>Directions to your studio/location – start with the nearest major intersection (only one) and be specific (map directions and mileage are recommended) – <b>be brief</b></p>

## ARTIST CHECKLIST

- Clearly mark your location on the enclosed map and return it with the application.
- Download your image to a CD and label the CD with your name OR email images.
- Email your mailing list to [salome@gvcaonline.org](mailto:salome@gvcaonline.org) or include it with the application. ***If you are not providing an mailing list, enclose a \$75 marketing fee.***
- Include your check payable to the Genesee Valley Council on the Arts, or phone our office to make payment by Visa or MasterCard.
- Sign below and return this entire application (except sign order form), map, CD, mailing list and check to: GVCA , 4 Murray Hill Drive, Mount Morris NY 14510.
- Keep the Sign Order Form.

### Legal Mumbo Jumbo

I understand the requirements of participating in the 2010 Artists of the Genesee Valley Studio Tour. I agree to order and pay for any additional signs by July 30. I will pick up my signs and maps/brochures the week of September 13. I will post my signs as required. I have enclosed/emailed my mailing list or \$75 marketing fee.

GVCA insurance does not cover my location or exhibition and I agree to hold harmless GVCA, its employees and board from any and all claims, actions, demands or other proceedings for any actual or alleged injury to persons or property for any reason whatsoever and/or arising out of any act or omission by me or my location.

Artist: \_\_\_\_\_ Date: \_\_\_\_\_

