

2017 Alameda Studio Tour Artist Agreement

Registration and payment deadline is June 1, 2017

Tour will be September 9th & 10th from 10 am to 5 pm each day

If you are unable to use the online form, use this form to register. The fee is \$150 per artist.

Artists outside the Alameda area are encouraged to apply; space will be assigned at a local studio as available. Unless you already have an agreement about space with a host artist, decisions about groupings will be made by the board in an effort to provide a variety of media at each location.

YOUR OBLIGATIONS: The tour is a cooperative effort. Artists are **required to attend general meetings and to serve on a tour committee**. You will be notified about meetings by email. Please look at the list on the following page and indicate how you can help. Also please indicate if you are willing to head that committee. By submitting this form, you indicate your agreement with these requirements.

Questions? Please write or call Bill Monthan waterstart@comcast.net 505-220-3630

DEADLINE: Your registration form, payment, committee selection, artist statement or bio, and images for the brochure and website (see below) must be received by **June 1, 2017**.

REGISTRATION FORM – PART A

Name _____

Address _____ City/State/ZIP _____

Email address _____ Phone: _____

Studio name (if different from artist's name) _____

Studio address (if different) _____

I can host artist(s) at my location: Yes _____ No _____ If yes, how many? _____

I will need a location for the tour: Yes _____ If yes, do you have a preferred location? _____

PART B: Information to be published in tour brochure and on the website

Submit the following by email to Bill Monthan waterstart@comcast.net. (See artists' pages from last year's tour for example of how each artist will be promoted on alamedastudiotour.com)

- Put "AST images and info" in the email subject line. Attach a Word document with the following information for the website and brochure:

1. Your name 2. Medium 3. Your website address 4. Your Email 5. Your phone number

Put in Word doc, con't.

- **Artist statement** - Submit one paragraph maximum, not more than 250 words in the Word document. This will be on the website.
- **Digital images:** Images must be submitted as attachments to the email (**not** embedded in the message). Images should be formatted as jpegs with a resolution of 300 dpi and 700 pixels on the longest side.
- Title your images sequentially as follows: first name initial last name web#.jpeg (i.e., JSmithweb1.jpeg, JSmithweb2.jpeg, etc).
- Submit up to 4 images for use on the website and indicate 1 for use in the brochure. Remember that brochure photos will be very small, so choose accordingly.

PART C: Select Your 2016 Alameda Studio Tour Committee Job

_____ Brochure Production Coordinator (bulk of activity June 1 – early August)

_____ I'd be willing to serve as committee lead.

1. Solicit design and printing quotes from a graphic designer; communicate with board re: budget.
2. Work with board to approve quality design.
3. Send all brochure content to designer; meet all deadlines.
4. Proofread brochure and communicate approvals/changes to designer; approve final before printing. Get approval from board.
5. Communicate with tour artists to insure their information is accurate on brochure.
6. Have brochures available for artists / brochure distribution committee to pick up.

_____ Signs (bulk of activity July 15-Sept 3; Sept 20) _____ I'd be willing to serve as committee lead.

1. Once tour membership and tour map have been finalized, assess condition of signs from previous years and determine how many and what kind of new signs are needed
2. Contact at least one vendor to obtain an estimate of the cost of new signs
3. Submit request to board for approval
4. Liaison with vendor for production of signs
5. Submit invoice to treasurer for payment
6. During the week before the tour, contact artists about pickup time and place
7. One day prior to the tour, place directional signs at major cross streets on the tour; pick up at end of second day
8. Within two weeks after the tour, contact artists about drop off time and place.

_____ Sponsors (bulk of activity March 1-June 30) _____ I'd be willing to serve as committee lead.

All artists will be asked to participate by contacting potential sponsors who they know. The committee coordinates these efforts.

1. Prepare sponsorship packets (invitation letter, brochure from last year's tour, information on the tour, document stating sponsorship levels, and form to be returned with contribution)
2. Liaison with previous years' donors and potential new donors
3. Obtain checks for brochure and submit to treasurer
4. Obtain digital logos from new donors and submit to brochure coordinator and web designer.
5. Distribute posters with sponsors' logos to sponsors

Committees, con't.

_____ **Brochure Distribution (bulk of activity Aug 15 - Sept 1)**

_____ I'd be willing to serve as committee lead.

1. Distribute brochures to artists and numerous commercial locations.

_____ **Visitor Mailing List (after Sept 11)** _____ I'd be willing to serve as committee lead.

1. After the tour, collect visitor email lists from studios.
 2. Input data into Excel file format.
 3. Send Excel files to Beth Larsen to be added to tour's Mail Chimp list.
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Be sure you have completed all the steps in Parts A, B and C of this form.

Send all pages of this form with your check for \$150.00 payable to the ***Alameda Studio Tour*** to:

Alameda Studio Tour
ATTN: Bill Monthan
7905 Victoria Dr. NW
Albuquerque, NM 87120