

2017 Alameda Studio Tour Artist Agreement

Online Form Instructions

Registration deadline is June 1, 2017

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

IMPORTANT: Please gather all your information and properly sized photos before you fill out the online form. After you register, you will receive an email acknowledging that we have received the form. It will contain information on where to mail your registration fee, which also must be received by June 1. The fee for participating 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 (below) and decide how you will help. Also please indicate if you are willing to head that committee.

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

Gather this information to be published in tour brochure and on the website before completing online form:

1. Your name 2. medium 2. Your Website address (if you have one) 3. Email 4. phone number
5. Artist statement – Submit one paragraph maximum, not more than 250 words. We recommend that you write it in Word, check the word count, then cut and paste into the online form.

6. Digital images of your art:

- 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 (JSmithweb3broch.jpg).
- Upload one image at a time.
- After you have uploaded the images, click the “Click here to send your agreement” button then **wait for them to completely upload (watch the green line) before you exit the page**. If your form and info has been sent, you will get a success message.

2017 Alameda Studio Tour Committee Jobs

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

1. Work with the graphic designer – can all be done by email.
2. Work with board to approve design and stay within budget.
3. Send all brochure content to designer (artist list, photos, studios, address, maps, etc.); 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)

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)

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

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 (soon after Sept 10)

1. Collect visitor email lists from all studios.
2. Input data into Excel file format.
3. Send Excel files to Beth Larsen to be added to tour's Mail Chimp list.