

Art Walk

Saturday and Sunday, May 14 & 15, 2016
Marblehead, MA

EVENT GUIDELINES

1. It is recommended that the Artist be present along with the Hosting Business/Restaurant proprietor. It is up to the Hosting Business and Artist to determine demonstration hours or artist presence at the business during the day.
2. Participants are urged to host an informal Reception on Saturday, May 14th in the late afternoon hours at the hosting business as a way to promote the event throughout the town and create more foot traffic as shoppers walk from venue to venue. The details of refreshments, invitation method and timing should be worked out between the Host Business and the Artist.
3. Art/exhibit should be set up and on display for this event
4. It is recommended that the art/exhibit be left up for the duration of the weekend; however this is also left up to the Business and Artist to decide.

SUGGESTED GUIDELINES FOR A SUCCESSFUL PARTNERSHIP

Please make sure the following topics are discussed and agreed upon by the hosting business and visiting artist:

Logistics

1. Business/Artist should meet and discuss placement of artwork and set-up time prior to the Art Walk
2. Duration of art exhibit -business may want to display some pieces after the event
3. Set up/ breakdown times

Exhibit/Demonstration Specifics

1. It is recommended (space allowing) for the artist to have a demonstration
2. Discuss time and duration of demonstration
3. If applicable, discuss marketing/promotional materials for the artist

Financial

1. Artists keep 100% of the proceeds from the sale of artwork
2. Method of payment for sales
 - a. Business and artist must agree on methods of payment, prior to Art Walk
 - b. Discuss acceptable methods of payment: cash, check, credit card, etc.
 - c. If a business and artist agree to credit card payments, the artist will be reimbursed, minus the sales tax and credit card processing fees (approx. 2-4%)

Promotion

1. Additional materials and promotion other than what is already offered by the Marblehead Merchants Group, becomes the responsibility of the Business and Artist.
2. Businesses and Artists are encouraged to use their own contact/ mailing lists as well and additional materials (cards/posters) can be purchased at Business/Artist expense.

For any questions please email Marblehead Merchants at shopmarblehead@gmail.com

Artists should submit photographs for promo purposes to Betsy Hundahl at Marblehead Arts Association
bhundahl@marbleheadarts.org

Artist questions should be directed to Sue Ball at sueball@verizon.net

All checks should be made payable to
Marblehead Merchants

Completed forms and checks can be mailed or dropped off to
Kristin Pollard, Mud Puddle Toys, 1 Pleasant Street or
Dawn LaVigne, Eos Designs Studio, 33A Atlantic Avenue

Thank you for your participation! With your help, we look forward to a great and successful event!

