



Free Preview Party
Friday, June 29
5pm - 7pm

Free Studio Tour
Saturday, June 30
10am - 6pm

Sunday, July 1
Noon - 5pm

Guidelines & Requirements for Artists

Thank you for your interest in the Santa Fe Studio Tour. Here are the guidelines and requirements for each artist. If you have a question about any of this please call or e-mail Teena at: 505 983 6021 or teena@shutterandbrushfineart.com

www.santafestudiotour.com

- 1. Participation fee PER TOUR is \$150.** (nonrefundable after March 15) to be on the Santa Fe Studio Tour participation list.-
- 2. Each artist must pay their fees for the tour by the deadline of 4 months before tour date** to reserve a place. **There is a tour fee of \$150** for the tour plus the fees for extra signs and the **extra fee of \$50 if you choose not to be a part of the planning of the tour or associated events.** These fees are due 4 months before tour. This covers the costs of advertising, preview party expenses and other misc expenses.
- 3. Open to all artists that are producing gallery quality work** and have a large enough body of work for a successful presentation. Artists must reside in the Santa Fe Area (in city limits, SF Community College area, Rancho Veijo area, West Alameda area) or be showing at a studio that meets these requirements.
- 4. The artist must have a website presence**
- 5. You must sign up and serve on a committee** (see committee sign up sheet in this packet)
- 6. Each artist needs to get at least one paying business sponsor per Tour.** We provide sponsor packets to explain about sponsor levels. This helps us with advertising costs and other costs for the Tour. **A \$50 fee will be added to your cost if you cannot get a paying sponsor or if you do not help with the tour in any way.**
- 7. Each artist must have a business license** either from the City of Santa Fe or County of Santa Fe depending on where they are located.
- 8. Each artist must have a CRS (gross receipts tax) #** and be responsible for collecting and paying sales tax for their business.
- 9. Participating artists must be in at least one tour per 2 years as a minimum.**
- 10. The artist must be present and have his/her studio open for entire tour weekend and participate in the Preview Party on the Friday before the Tour.**
- 11. Let us know if your studio is big enough to share with other artists for the Tour.** We will match up artists that have extra space with artists that need space.
- 12. Each Studio will be supplied with 2 signs.** Extra signs are available for \$15 per sign. ALL signs must be returned at the end of each Studio Tour. If the signs are destroyed or damaged beyond repair you will have to pay the replacement fee of \$15 per sign. (If you've already purchased extra signs and need the same number of signs for the next tour you'll only be charged a replacement number fee of \$2.50 per sign for the cost of materials to make new numbers.)

**DEADLINE FOR APPLICATION:
FEBRUARY 29, 2012.**

For questions contact: Teena Robinson
teena@shutterandbrushfineart.com • 505 983 6021

Checks should be made out to: Creative Santa Fe/Santa Fe Studio Tour

Send your check & Application/Committee forms to:

Creative Santa Fe/Santa Fe Studio Tour, PO Box 2388, Santa Fe NM 87504



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**Application for Participation
 in the Santa Fe Studio Tour**
Deadline for fees is February 29.
Tour is the last weekend in June

 Name

 Address

 City, State, Zip

 Cross streets close to your studio location

 Phone (to be used in brochure) Business/Other Phone

 Email Website

 Medium(s) Will you be giving demonstrations of your techniques?

Checklist for Event

- I agree to send 3 Images due to Teena by March 21, 2012. (300 dpi file approx 7" at tallest or widest measure.)
- I agree to proof my information for map and advertising. (pdf files will be sent to you so you can check for accuracy.)
- I agree to pick up my signs (Date TBA)
- I agree to sign up for a committee.
- I agree to get at least one sponsor for the Tour or pay a fee of \$50 if I don't secure a sponsor or participate on a committee or help with the tour in any way.

- 7. I agree to keep my personal space ready for visitors.
- 8. I agree to post my business license.
- 9. I agree to have proof of insurance for liability. All sales made by artists are to remain the property of the selling artist and all costs and taxes incurred by the sale of art by the artist are to remain the responsibility of the artist.
- 10. The organizers of the Santa Fe Studio Tour are never to be held liable for the property and/or facilities of others nor injury to anyone on property other than their own.

Please sign here to acknowledge that you agree to all terms stated on this form.

After Event

- I agree to return ALL signs (Remove all tape and separate signs from stands.)
- I agree to attend follow up meeting after tour.

 Signature Date

Responsibilities

- 1. I agree to get all payments in 4 months before tour.
- 2. I agree to submit all artwork by March 21, 2012.
- 3. I agree to track my own sales.
- 4. I agree to place my signs to give easy access to my studio.
- 5. I agree to open on time and stay until publicized close time. See times listed by logo above.
- 6. I agree to be responsible for my personal promotion: notify friends, family, personal collectors, etc.

| | |
|--|-----------------|
| Fee of \$150 for participation in the Santa Fe Studio Tour | \$ _____ |
| Extra Signs _____ at \$15 per sign = | \$ _____ |
| Replacement numbers for extra signs _____ signs at \$2.50 per sign (If you purchased extra signs before) | \$ _____ |
| \$50 for not getting a sponsor or helping with the tour | \$ _____ |
| \$15 I CAN'T PARTICIPATE RIGHT NOW BUT WANT TO SUPPORT THE TOUR | \$ _____ |
| Total amount enclosed | \$ _____ |

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Benefits of joining the Santa Fe Studio Tour

Advertisements in key local publications such as Santa Fe Reporter, Pasatiempo, THE Magazine, Albuquerque Arts, radio ads. Visibility in four-color studio tour brochure and on the website. Visitors to your studio give you the opportunity to add to your mailing list as well as make art sales, obtain leads for commissions, and gain participants for any workshops that you offer.

SIGN UP FOR THE COMMITTEE OF YOUR CHOICE:

- Advertising:** Website Design(Dreamweaver), Ad Design, Contacting Advertisers. Help formatting (InDesign) the brochure and other collaterals to be determined.
- Public Relations:** Writing press releases, contacting publications and radio stations for follow-up. Help with email blitz.
- Business Sponsors:** Create target list of sponsors. Put together sponsor packets, coordinating artists so that each artist gets sponsors. Help finding the higher dollar sponsors to underwrite some of our costs. Help in distribution of materials to sponsors.
- Preview Party:** Coordinates with Business Sponsors committee to identify businesses to underwrite party, identifies location, coordinates set-up and logistics including food and studio tour arrangement for party.
- Oversight/Membership:** Keeping track of active members and compliance with CrSF bookkeeping needs, address problems as they arise.

All committee chairs need to be able to move their committees forward, reporting their progress to Teena Robinson: teena@shutterandbrushfineart.com

We need participation in the committees NOW. If you are able to be a chair or “worker bee” immediately please let me know.

If you have an interest in becoming part of the Steering Committee, we need your commitment immediately. We need self starters to help make the Santa Fe Studio Tour grow and become an integral part of bringing tourism to Santa Fe.

Thanks, Teena Robinson

Chairs of Committees:

Advertising - Teena Robinson

Public Relations -

Business Sponsors - Gale Simonson

Preview Party -

Oversight/Membership - Jan Pomeroy

www.santafestudiotour.com

All committees need to be up and functioning two weeks after deadline for application. Please be an active participant to make our tour even better.

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