



**OPENING RECEPTIONS – FRIDAY, April 30, 2010 – 6PM TO 8PM  
 SATURDAY, MAY 1, 2010 – 10AM TO 5PM  
 SUNDAY, MAY 2, 2010 – Noon TO 5PM**

***Deadline for brochure inclusion: Wed., April 14, 2010***

*The following information will appear in the program for the Art Walk, so please check accuracy and print clearly.*

<b>HOST BUSINESS/RESTAURANT CONTACT INFORMATION:</b>	<b>Host FEE: \$25</b>
Name: _____	
Contact: _____	
Address: _____	
City /State /Zip: _____	
Telephone: _____ Fax: _____	
E-mail: _____	
Website: _____	
Do you have space and/or are you interested in hosting performance art? If yes, please describe space: _____ _____	
<b>Hours:</b>	
Will you be participating in the Open Reception on Friday night (April 30 <sup>th</sup> )? _____ Yes	
Hours on Sat. May 1 <sup>st</sup> : _____	
Hours on Sun. May 2 <sup>nd</sup> : _____	

<b>ARTIST/ EXHIBIT ON VIEW AT THE ABOVE LOCATION:</b>	<b>Artist FEE: \$15</b>
Name: _____	
Contact: _____	
Address: _____	
City /State /Zip: _____	
Telephone: _____ Fax: _____	
E-mail: _____	
Website: _____	
Description of exhibit and/ or demonstration, including "Meet the Artist" (include dates and times): _____ _____ _____	

The brochure will include event photography, space permitting. If you would like to send an image to be considered for inclusion, please email Katherine Koch at [kkoch@marbleheadchamber.org](mailto:kkoch@marbleheadchamber.org)

Hosting Business Signature: \_\_\_\_\_ Date: \_\_\_\_\_ FEE Paid: \_\_\_\_\_

Artist Exhibitor Signature: \_\_\_\_\_ Date: \_\_\_\_\_ FEE Paid: \_\_\_\_\_

***All fees will be used to supplement printing and advertising expenses.  
 Checks should be made out to Marblehead Chamber of Commerce  
 62 Pleasant Street, Marblehead, MA 01945, Tel: 781-631-2868, Fax: 781-639-8582***

## **EVENT GUIDELINES**

### **Friday Evening Opening Reception**

Friday, April 30, 2010

6:00pm – 8:00 pm

1. It is recommended that the Artist be present at the Opening Reception, along with the Hosting Business/Restaurant proprietor.
2. Refreshments and specific reception details will be left up to the proprietor/artists' discretion.
3. Art/exhibit should be set up and on display for this event

### **Art Walk**

Saturday and Sunday, May 1 -2, 2010

Sat. 10:00 am – 5:00 pm; Sun. Noon – 5:00pm

1. Art should already be on display
2. It is up to the Hosting Business and Artist to determine demonstration hours or artist presence at the business during the day.
3. 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 Chamber, 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.

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