



ArtWalk

Saturday and Sunday, May 20 & 21, 2017
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 20th 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.
5. It is suggested that all participating businesses open at 10 am on Saturday.

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 promote the event and use their own contact/ mailing lists as well and additional materials (cards/posters) can be purchased at Business/Artist expense.

Questions and additional information:

Sue Ball, Marblehead Arts Association, sueball@verizon.net

All checks should be made payable to **Marblehead Merchants**.

Checks and completed forms forms can be mailed dropped off at

Mud Puddle Toys

Kristen Pollard
1 Pleasant Street

Eos Designs Studio

Dawn LiVigne
33A Atlantic Avenue