



7TH ANNUAL NORTHERN MORAINE SPRING ART TOUR

Fri., June 4, 2021 ~ 10am-6pm & Sat., June 5, 10am-5pm

Dear Artists, Host Sites, and Galleries:

We are pleased to announce that plans are underway for our 7th Annual Northern Moraine Spring Art Tour. Please accept this invitation to apply.

*The Spring Art Tour is a **TWO-DAY**, self-guided tour of local, private art studios, galleries and host venues. Artists open their doors to provide a rare opportunity for the public to observe working artists during the creative process.*

THE OBJECTIVES OF THE ART TOUR WEEKEND:

- Provide an opportunity for the public to meet local artists in their studio and interact with the host site or gallery
- Present artists with an opportunity to market their work to the local community
- Create a greater awareness of the local arts
- Connect artists and the general public

It is our hope that the Northern Moraine Spring Art Tour will open up the world of artists to everyone – from students to the seasoned collector, to the first-time art buyer or observer, and to the curious general public. We believe that through education, visitors can become loyal customers and supporters of the **ARTS** in our community and beyond.

5000 NEW FULL COLOR Art Tour brochures will be produced along with **SAVE THE DATE POST-CARDS**, card rack flyers, grocery bag stuffers, posters and signage, and an advertising campaign in local/regional newspapers, radio, websites, etc. The brochure will feature an easy to follow tour map, an image of either the artist's work, their studio, or the host site/gallery, a physical address, brief description of artist's work, and contact information. A downloadable version of the brochure will be displayed on the Arts Center's website and Facebook page. **We ask that you display on your website and social media platforms.**

In an effort to create and distribute these brochures on a timely basis, we ask for your prompt reply to this invitation. We plan to distribute throughout the county and beyond, to: galleries/art centers, hotels, B&Bs, eateries, tourist info centers, libraries, and more. You are invited to help distribute!

To help offset the expenses of producing this significant event, we are charging the following registration fees:

\$75 ARTIST STUDIO

\$125 A HOST SITE

\$150 GALLERY

REGISTRATION DEADLINE: FRIDAY, NOVEMBER 13, 2020

Contact: Plymouth Arts Center (920) 892-8409 ~ Email: info@plymoutharts.org

PAM BRONK, SPRING ART TOUR COORDINATOR, (920) 893-5581
OR EMAIL: PBRONK@BRONKART.COM

REGISTRATION & ARTIST CONTRACT

TO APPLY: Return this application no later than Friday, November 13, 2020 TO THE PLYMOUTH ARTS CENTER, P.O. BOX 253, 520 E. MILL STREET, PLYMOUTH, WI 53073

- YES**, please accept my application for the **2021 NORTHERN MORaine SPRING ART TOUR**
- Complete/Return all Forms by November 13th:
 a) Registration/Artist Contract (page 2)
 b) Signed Expectation (Page 3)
 c) Signed Indemnification and Insurance Waiver (page 4)
- Email (info@plymoutharts.org) or Send by US Mail: A high resolution PHOTO/JPEG of your work. You may also include a photo of your studio/gallery, or of yourself working in your studio.
- Enclose Registration Fee in the amount of: _____ payable to the PAC; (see fees below)
- Door Prize! (We Encourage) *Offering a door prize and small snack in your studio is appealing to visitors.*
- I have made a copy of these documents for my reference.**

**All applications must be received by the deadline. NO EXCEPTIONS. The Northern Moraine Spring Art Tour Board reserves the right to cancel the Spring Art Tour in the event we do not receive a specific number of applications. In the event it is canceled, all fees will be refunded.*

PLEASE PRINT CLEARLY THIS INFORMATION WILL BE USED FOR THE BROCHURE

Artist: _____

Studio/Gallery Name (as you wish it to appear) _____

Phone: _____

Email: _____

Website: _____

Will you Demo? (Y) (N) Is your location handicap accessible? (Y) (N) Restrooms available? (Y) (N)

Description of Work in 75 characters or less (we will trim): _____

PLEASE CHECK THE OPTION THAT BEST APPLIES:

\$75 ARTIST STUDIO (one artist) Studio Name: _____

Physical address: _____

\$125 HOST SITE: Artist#1 _____ **Artist #2** _____

Host Site Name: _____ address: _____

The host site fee covers two artists at your site. For example: husband & wife artists or two friends. Additional artists may be invited to your host site. Each artist will pay \$75 and fills out their own form.

\$75 I'M AN ARTIST; I am invited to set up at this host site: _____

Artist Name: _____

\$150 GALLERY NAME (Multiple artists' work is on display/for sale) _____

Physical address: _____

Note: We will use a single photo and the name of gallery for advertising. Artists affiliated with the gallery may request their own listing & photo in the brochure, he/she must submit their own registration and will pay \$75. Please indicate the name of the Gallery you are affiliated with on the form.

\$75 ARTIST REQUESTING A SPACE IN THE PAC GREATROOM OR CLASSROOM

Artist Name: _____

ARTIST EXPECTATIONS/TERMS & CONDITIONS Deadline Friday, November 13, 2020

IMPORTANT: Please read the following and sign at the bottom to indicate your understanding and agreement with these expectations, terms and conditions. Please contact us with questions or concerns.

1. **DEADLINES:** Please comply with the date deadlines. In order for us to manage and organize this event, we must have all the necessary paper work by the deadlines printed.
2. **ARTIST PRESENCE:** You, or a qualified representative, should be in your studio or venue during the Art Tour for both days of the tour during the stated times. What makes the Art Tour Weekend different from other events is that visitors can come behind the scenes to look at your creative space and process. This is an opportunity for you to show and tell the public why they purchase hand-made artwork. It is an investment in the present and future sales of your work.
3. **ORIGINAL WORK:** We expect artists to be producing and exhibiting their own original work and galleries to be selling and exhibiting local art during the hours of the Art Tour weekend.
4. **PROMOTION: Host Sites, Galleries and Artists must add the Northern Moraine Spring Art Tour to your own events page on your Website, Facebook, as well as displaying brochures at your check out desk and in your visitor rack. Whatever you can do to help will be beneficial and appreciated...i.e. talking up the event, displaying posters-signs, uploading a video, bulk mailings, including the event in your own advertising, etc. The Arts Center handles the general promotion for the overall event, however, when you share in the job of promoting the event locally and to your art patrons, it will be good for everyone!**
5. **COMMUNICATION:** It is important for us to communicate with you on a regular basis. Please check your emails a few times every week for important updates from either the Plymouth Arts Center or Coordinator Pam Bronk.
6. **DISTRIBUTION:** In order to keep costs down, we distribute Art Tour maps, posters, and signs through a grass roots network coordinating with an Art Tour Committee. Every participant is required to pick up or otherwise arrange to get materials from the Plymouth Arts Center.
7. **FUN:** A little extra fun for your visitors.....offer them a chance to register for a special door prize available only at your venue. Demonstrate your art. Serve light refreshments, i.e. cheese/crackers, cookies, punch, doesn't have to be fancy!
8. **EMAIL ADDRESSES/GUEST REGISTER:** Please collect email addresses from your guests when they register for your door prize, have them sign your guest register, (include a space for their email,) or do both. After the event, share the addresses with the Plymouth Arts Center which will allow the PAC to compile a Spring Art Tour email group. To help increase attendance, the PAC will send out periodic reminder notices to this list about next year's event.
9. **INSURANCE:** You are responsible for providing your own insurance
10. **SALES TAX:** You are responsible for collecting and paying Wisconsin Sales Tax
11. **ACCESSIBILITY:** Public sites should be accessible to those with disabilities. Private studios should be ready to accommodate visitors with disabilities. We expect each Studio to be informed about the Americans with Disabilities Act and how it might apply to you (in general, if you are **not normally open to the public you are not legally required to do anything different than you are doing now**). You can find definitions of public and private, and a free online course about businesses and accessibility at the website <http://www.ada.gov>.
12. **SAFETY:** All sites must be safe. Sharp or dangerous machines or tools should be cordoned off from the public. The space should be clean and easy to navigate even when crowded.

I understand and will abide by the **EXPECTATIONS & TERMS AND CONDITIONS** of the Northern Moraine Spring Art Tour listed above:

*Signed: _____ Date _____

*Print: _____ Date _____

**PLEASE NOTE: THE NORTHERN MORAINES SPRING ART TOUR BOARD
RESERVES THE RIGHT TO DETERMINE THE ELIGIBILITY OF HOST SITES/ARTISTS/GALLERIES
AND ACCEPTANCE IS AT THE SOLE DISCRETION OF
THE NORTHERN MORAINES SPRING ART TOUR BOARD.**

NORTHERN MORAINES



PLYMOUTH ARTS CENTER

NORTHERN MORAINES SPRING ART TOUR
INSURANCE WAIVER AND INDEMNIFICATION:
Deadline: Friday, November 13, 2020

IMPORTANT: Please read the following and sign at the bottom to indicate your understanding and agreement with this INSURANCE AND INDEMNIFICATION WAIVER. Please contact us with questions or concerns.

Participant: _____

Mailing Address: _____

All host sites, artist studios, and galleries must carry general liability insurance.

You hereby waive and agree not to make any claims against the Northern Moraine Spring Art Tour Board or THE PLYMOUTH ARTS CENTER/Plymouth Art Foundation, Inc. or its past, current or future officers, directors, employees, members, volunteers, sponsors, agents, insurers, successors or assigns in connection with any loss, theft, damage, personal injury or death, sustained by any person or persons, arising out of or as a result of the Art Tour.

You hereby agree to defend, indemnify and hold harmless the Northern Moraine Spring Art Tour Board or the Plymouth Arts Center/Plymouth Art Foundation, Inc. and its past, current or future officers, directors, employees, members, volunteers, sponsors, agents, insurers, successors and assigns from any and all expense, loss or damage (including, but not limited to, court costs, investigation costs and attorney's fees) arising out of or as a result of any loss, theft, damage, personal injury or death, sustained by any person or persons, arising out of or as a result of the Art Tour to the fullest extent allowed by law.

The foregoing agreements are made by you on behalf of you, all persons residing with you, your employees and agents, and each of your and their successors, assigns, heirs and legal representatives. The foregoing agreements are made for good and valuable consideration including, but not limited to, the opportunity to participate in the Art Tour.

***Signature:** _____ **Date** _____