



**2012 Sonora Art Trails,
7th Annual Tour
Guidelines & Policies**

Sonora Art Trails Mission Statement: Showcase, promote and market the visual arts in our county and educate the public about art and art making processes.

Guidelines and Policies

PLEASE read carefully before filling out the application.

1. I agree to open my studio Saturday May 19, 2012 from 10:00 a.m. to 5:00 p.m., and Sunday May 20, 2012 from 11:00 to 5:00 p.m. Artists must be present during these publicized hours. Studios are to be held open and ready to show at opening hour of each day. Many people travel long distances to see the artists and their work. One failure can compromise the integrity of the entire experience.
2. I will have a minimum of 12 pieces, completed within the past two years, prominently displayed at the Studio Tour.
3. I agree not to exhibit, display for sale, or host the work of a non-participating artist. Goods and services not related to the artists work, as well as unrelated manufactured or commercial goods may not be exhibited for sale in the Studio Tour.
4. Each studio is limited to three participating artists. A Participating Artist is an artist who has complied with all guidelines, paid the \$200.00 entrance fee and attended required meetings. In the case of two artists who work together in a collaborative process and in the same studio and on the same body of work, they will pay a single fee of \$200.00 with one listing and one photo on marketing material. If they wish to be listed separately and with each having a photo they will pay an additional \$100.00. **Note: Entrance fees are nonrefundable.**
- 4a. An Early Registration discount of \$50.00 is available. See paragraph 10 for details and dates.
5. I understand that I am to discuss my art making process during the Studio Tour (i.e.

demonstrations, storyboards, visual aids, Power Point, materials, tools, equipment, works-in-process, etc).

6. All displayed artwork must be of professional quality. All Prints and Giclee reproductions must be clearly identified.

7. It is strongly recommended that artists have liability coverage on their homeowners' insurance policy during the Studio Tour.

8. SAT is a participatory program. All artists are required to fulfill a minimum of 6 volunteer hours. Complete and return the attached service preference section with your application. Artists may choose to pay a \$100.00 fee in lieu of performing the work hours. Artists who do not fulfill work hours and who have not made prior arrangements with SAT administrator will be invoiced.

9. **Important Deadline: Application and the \$200.00 Entrance Fee & must be returned and postmarked by January 1, 2012. Mail these to Sonora Art Trails, c/o Central Sierra Arts Council, 193 S. Washington Street, Sonora, CA 95370.** Please review the attached check list to be sure you have included all required information. **Checks should be made out to Central Sierra Arts Council with FBO Sonora Art Trails in the memo section.** FBO is an acronym for "For Benefit Of".

10. **Important Deadline: An Early Registration Discount of \$50.00 is available. To qualify for this discount, Application and the \$150.00 Early Registration Entrance Fee must be returned and postmarked by December 1, 2011. Mail these to Sonora Art Trails, c/o Central Sierra Arts Council, 193 S. Washington Street, Sonora, CA 95370.** Please review the attached check list to be sure you have included all required information. **Checks should be made out to Central Sierra Arts Council with "FBO/SAT" in the memo section.** FBO is an acronym for "For Benefit Of".

11. **Important Deadline:** Artists agree to submit one (only) high-quality image of their current art work for the SAT poster, brochure/map and website. This image must be clearly identified with the artist's name and may not be one previously used for SAT's Open Studio publicity and promotion. It is important that the image be of a high-contrast. Image sent must be **postmarked or electronically received by February 1, 2012.** Image may be emailed to: **Judy Stoltenberg at jstoltenberg@goldrush.com or mailed Sonora Art Trails, c/o Central Sierra Arts Council, 193 S. Washington Street, Sonora, CA 95370.** In addition, the artists may submit a photo of themselves at work in their studio to be used for SAT promotional use such as press releases. This image is optional and should be clearly identified with artist's name.

12. **Important Deadline:** Artists agree to fill out and mail the **OPEN STUDIO ARTISTS SURVEY**, to Sonora Art Trails, P.O. BOX 3271, Sonora, CA 95370, **postmarked June 16, 2012.** This survey will be included in the artist's promotional packet. Delivery date of this packet will be announced at a later date. This feed back is vital to the continued

success of the event.

13. **Important Deadline** to turn in approved expense receipts is **June 16, 2012**. Mail to **Sonora Art Trails, c/o Central Sierra Arts Council, 193 S. Washington Street, Sonora, CA 95370**. Attn. Treasurer. **All expenses must be pre-approved.**

14. **Important Deadline: Final SAT accounting statements** are due by **July 1, 2012**.

15. All deadlines are absolute.

16. Studio and artwork presentation by each artist reflects on the whole group. Therefore:

* Basic standards of cleanliness and safety should be observed in setting up the open studios.

* Display space should be professionally handled with attention to a clear, clean, safe, and uncluttered presentation. Artists may create a temporary exhibit.

* Signage is extremely important in guiding the public to your studio. You will be provided with four 11" x 8 1/2" color logos to be used for creating directional signs to your studio. Four signs are a minimum and you are encouraged to place more.

Signage not on your property must be removed by Wednesday after the event.

Please keep the above Guidelines and Policies for your reference. Return only the 2012 SAT Artist Application and your entrance fee.

These guidelines are not discretionary. They are policies that have been carefully considered to insure the success of the tour, the fairness to all artists involved and a commitment to excellence. By signing the signature sheet you are agreeing to these policies. By not keeping your agreement you are compromising your fellow artists, the public, the reputation of the Tour and your own integrity.

Let us all enjoy a very successful and professionally presented tour.

2012 Administrator for CSAC
Art Trails is Judy Stoltenberg: 533-0883 for questions.

2012 SAT Artist Application

Please sign and return the Guidelines and Policies Agreement , Hold Harmless Agreement, Checklist, Artist Roster, and Preferred Service Section to Sonora Art Trails at Sonora Art Trails, c/o Central Sierra Arts Council, 193 S. Washington Street, Sonora, CA 95370. These forms and fees must be postmarked by January 1, 2012 or if taking advantage of Early Registration by December 1, 2011. Your artwork image must be delivered or postmarked by February 1, 2012. Artists may submit artwork image electronically, or by mail. Please refer to # 11.

I agree to adhere to the Guidelines and Policies

Name(s) (please print neatly) _____

Signature(s) x _____ date _____

X _____ date _____

Hold Harmless Agreement

I hereby agree to indemnify and hold Sonora Art Trails and CSAC, harmless against any claim, demands, damages, fees, costs, and actions of any kind asserted by or on behalf of any third person(s) arising from my participation in the Sonora Art Trails 2012 Art Tour.

Signature(s) X _____ date _____

X _____ date _____

Check List

I've enclosed my 2012 entrance fee of \$_____. Payable to: Central Sierra Arts Council. Please write "FBO / SAT" in memo section of check. (For Benefit Of Sonora Art Trails.)

I am required to give 6 hours of service to SAT. I have indicated my 3 choices on the Preferred Service Section, with a 1, 2, or 3 with 1 = most preferred.

-or-

I am paying \$_____ in lieu of hours. Payment included with application.

ARTIST ROSTER

Please carefully fill out the following. It will be used on marketing material.

Name. _____

Mailing address _____

Open Studio Site Address _____

Preferred Phone # _____

E-Mail Address _____

Website _____

Medium _____

Open year round by appointment only: Yes _____, No _____

Preferred Service Section

Label three service choices, choosing from 1- 3, 1=most preferred

___ Web Maintenance

___ Web Design

___ Proof Reader

___ Artists Promotional Packet

___ Advertising Sales

___ Catalog/Map Distribution

___ Post SAT Catalog/Map Pickup & Redistribution

___ Fund Raising/Sponsors

___ Sponsor Care

___ Phone/Email Tree

___ Publicity

___ Reception/Exhibit Set Up and Clean Up

___ 2012 Artist Recruitment

___ Other work you are interested in doing that is not listed?

___ Whatever is needed

___ Pay \$100.00 in lieu of hours: *Include payment with application.*

I am willing to share my studio: yes _____ no _____

2012 Administrator for CSAC Art Trails is Judy Stoltenberg: 533-0883 for questions.