Downtown Campbell Business Association (DCBA)

Downtown Campbell Third Friday Artwalk
Guidelines for Guest Artist Participation

Thank you for your interest in the Downtown Campbell Third Friday Artwalk (DCTFA). The DCTFA will take place every third Friday of each month, from 6:00pm to 9:00pm – rain or shine. It is attended by roughly 500-700 community guests and art admirers visiting the downtown Campbell area, and growing.
Be sure to read these application procedures before filling out the attached application.

ART AND GUEST ARTIST REQUIREMENTS

- All items for display and sale must be made by the artist. No imported or buy and sell merchandise.
- Sign up for specific sites are on a first come first select basis. If there is a specific site you would like to showcase/exhibit your works please contact the coordinator so we can accommodate accordingly. Staggered exhibit location is preferred, (i., exhibit different space each month).
- Submitted work(s) will be reviewed by the DCBA.
- The DCTFA is organized by Downtown Campbell galleries and studios as well as neighborhood and merchant volunteers. This is a participatory event, and each artist will be required to attend the at least two months throughout the calendar year.
- Confirmation of artists' attendance is critical. Please contact coordinator within 72 hours of artwalk date if you are **not** able to exhibit. We rely and plan on your attendance, please respect this policy.
- Drop in guest artists are not allowed to exhibit with confirmed/selected artists. If a guest artist has an artist peer who is interested in participating, simply contact us so we can get them signed up to see if they are eligible.
- Please make it easier on our volunteer staff and follow directions **carefully** and make contact when checking in.
- Due to size limitations, individual canvas sizes should not exceed 36" x 36".
- Communication for status and placement will be sent via email
- You must be onsite with your own artwork (no reps or third party representation) and commit to the entire length of the artwalk. No late setups or early packing up can be allowed.

FEES
There is a modest fee for guest artists and the application process is critical and required. We are a community that wants to assist in the art community growth and getting you good exposure. We ask that you cross promote publicize your attendance with the DCTFA and provide a link to our Downtown Artwalk site from your website. Be sure to let your customers know that you are going to be exhibiting with us and help promote our community.

APPLICATION PROCESS
The DCTFA is an organized event, and the application process must be completed by each artist. We request that each artist submit their application and art work images on time in a timely so that we can place accordingly, because this event is organized solely by volunteers.

1. Complete the application prior to the exhibiting at the artwalk
2. Mail or hand deliver your application and printed image of your artwork (please, no emailed images or slides, they cannot be accepted) No later than one week of the designated date for artwalk.
3. Include your name, phone number and email address on the back of your images, please note that we need to keep these images on file and cannot be returned. We may use one of your images for publicity purposes. Your application to the DCTFA gives us permission to use you images for promotional publicity purposes periodically.
4. Please note: Applications cannot be considered if the accompanying images of work(s) are not included.

INSTRUCTIONS FOR SUBMITTING IMAGES
Three printed images of your works are sufficient; please also include one of your table setup/booth. No email images or slides can be accepted. High quality images are appreciated. Be sure to submit high quality images that accurately portray your artwork. Please note that we need to keep these images on file and they will not be returned.

ACCEPTANCE
You will be notified of acceptance (or non-acceptance) by email. Because we are volunteer based and are also downtown merchants (owner operated) it's more convenient for us to communicate with you direct via email.
Thank you

Downtown Campbell Business Association (DCBA)

Downtown Campbell Third Friday Artwalk
Application for Guest Artist Participation

We are pleased that you are interested in participating in the monthly Art Walk of downtown Campbell.
The DCTFA will take place every third Friday of each month, from 6:00pm to 9:00pm – rain or shine. It is attended by roughly 500-700 community guests and art admirers visiting the downtown Campbell area and will continue to grow as our venue becomes more popular. Please include the following information in your application submission:

Artist Name:_____ Business Name (or DBA):_____

Address:_____

City, State, Zip:_____ State_____ Zip:_____ Phone number(s):_____

Email:_____ Website:_____

Creation Medium (list all that apply; painting, ceramic, jewelry textiles etc):_____

California Reseller Permit Number: _____(Attach copy please)
This CRP is mandatory – please do not submit application if you do not have this. You may obtain information for this at: http://www.boe.ca.gov/info/reg.htm

We are the liaisons between non-art-gallery merchants and you, the artist. We work hard to find the best fit for your style of art with regard to each individual shop owner's preferences. However, based on the popularity of this event we do the best to pair accordingly.
The cost to participate is only $20.00 for the evening, no commissions are due, you keep what you make! The modest fees help our advertisement and promotion costs for this event and should be mailed with a copy of this email two weeks prior to the event date. Please make check payable to "DCBA". Receipts will be available is necessary and mail to: Artwalk Coordinator c/o Sonya Paz Fine Art Gallery, 195 East. Campbell Avenue, Campbell, CA 95008.

There is no commission charged on artwork that sells and you conduct your own sales. It is the goal of the Downtown Campbell Business Association that the artwork enhances the atmosphere of downtown Campbell while providing artists an enjoyable and low cost venue to showcase their work.

Most merchants host an artist for the evening of the Art Walk only. Occasionally, artwork can hang for a little longer, and rarely for an entire month – depending on the merchant and location. Please be aware that you are required to attend your exhibition the evening of the Art Walk, you will be responsible for set up and taking down your display.

The necessary items to bring for folding table (3 or 4 foot table), folding chair, table covering(s), easel (table or floor) , display rack (table or floor), business cards, show schedules (if applicable), shopping bags, portfolio, your product to showcase and sell, price tags/labels, clip on lighting, extension cord(s), sales book, pens, tape, stapler, guest book.

Flyers and maps will be distributed throughout Campbell; maps and guides will be available at selected sites and in downtown merchants as well as online and local media calendars and related. These sites were chosen because the owners support the local arts and community events. The DCTFA committee will submit press releases and promote the event aggressively.
If you have a web site, we encourage you to add the DCTFA information to that site by linking to us at http://www.downtowncampbellartwalk.com.

Got Questions? Need more information...?
Sonya Paz, DCBA Artwalk Chairperson
c/o Sonya Paz Fine Art Gallery
195 East Campbell Avenue
Campbell, CA 95008
408.378.5000

Complete this form in its entirety and mail it with the following information to the address above. All items for display and sale must be made by the artist. Absolutely **no** imported or buy and sell merchandise will be allowed.

Downtown Campbell Business Association (DCBA)

Downtown Campbell Third Friday Artwalk
Hold Harmless Agreement

I, _____, agree that the City of Campbell, and the Downtown Campbell Business Association (DCBA),and their respective officers, employees, agents and consultants are not liable for any bodily injury to include death, theft, or damage to either the buyer or seller, or their property (space), arising out of or pertaining to preparation and participation in the Downtown Campbell Third Friday Artwalk Event ongoing from

6pm to 9pm every third Friday; whether such injury, theft or damage occurred prior, during, or after the Downtown Campbell Third Friday Artwalk.

The above named business further agrees to indemnify, defend and hold harmless the City of Campbell, the Downtown Campbell Business Associate (DCBA), for the Downtown Campbell Third Friday Artwalk events, and their respective officers, employees, agents and consultants for and against any claims for such bodily injury to include death, theft or damage, including attorney fees.

I understand that it is recommended that I carry my own general liability and product liability insurance, as this coverage is not provided with the fee for these events. Participation in the Downtown Campbell Third Friday Artwalk event by the above named business without adequate or proper insurance is at the business owner's own risk.

***** I have read and agree to abide by all City of Campbell DCBA policies and procedures. Initial X_____**

Completed form in its entirety and attach application along with all required materials, mail the following to:

Sonya Paz, DCBA Artwalk Chairperson
c/o Sonya Paz Fine Art Gallery
195 East Campbell Avenue
Campbell, CA 95008

Signature of applicant: _____

Printed name of applicant: _____

City, State, Zip: _____

Phone: _____

Business Name (or DBA): _____

Date: _____

Rev: 08/2010