

CALL TO ARTISTS and PROSPECTUS
El Dorado Hills Arts Association 2020 Art Studio Tour,
Saturday June 6, Sunday June 7, 10am to 5pm

All participating artists must be a member in good standing of El Dorado Hills Arts Association with 2020 dues of \$25.00 paid

IMPORTANT DATES: Mark your calendars

February 1, 2020 Deadline for complete application. (Mail or deliver the following to Sandy Allie, 2894 Merriam Lane, El Dorado Hills, CA 95762)

1. Completed application form with my seller's permit number included.
2. Participation fee of \$100 payable to EDHAA
3. Membership dues of \$25 payable to EDHAA if not already paid.

On or before February 15, 2020 - Email images JG Morales-Villanueva at jgmv777@yahoo.com

Only images that meet these requirements will be accepted:

Three to five **PRINT QUALITY** images of your work to be selected for the brochure. optional, one to three **PRINT QUALITY** images of yourself at work in your studio or with your artwork that can be used for promotional purposes.

PRINT QUALITY REQUIREMENTS: images are to be by jpeg at a minimum of 1200 pixels on the shortest side of image (or) 4x6 image at 300 dpi) LABEL images with your Last Name, First Name, Title of Work, Medium.

Example: ALLIE_ Sandy_ Male Torso 3_ Terra cotta

Monday, April 27, at 10:00am - Artwork to be delivered to Gallery at 48 Natoma, Folsom for our Studio Tour Preview Show. Exhibition dates are May 4 to June 25.

Friday, May 8, 6:00-8:00pm - Opening reception for all artists at Gallery at 48 Natoma.

Monday, May 11, 2020 @ 6pm general membership meeting: Pick up brochures and directional studio tour signs. One artist from each studio is responsible to pick up signs and leave a deposit. Artists not able to attend are responsible for obtaining their brochures and signs directly from the distribution committee. SHOW and TELL: Participating artists may bring one or two works of art to share with the membership and discuss their work at the general meeting.

Saturday, June 6 and Sunday, June 7, 10am-5pm – Art Studio Tour Weekend

Friday, June 26, 10:00am - Preview show ends. Pick of all artwork at Gallery at 48 Natoma. Artwork cannot be stored at the gallery. If you are unable to pick up your work at that time you will need to make arrangements for someone else to pick up for you.

A successful tour depends on each of the participating artist's commitment, participation and promotion. We are requiring each participating artist to help on one or more of the committees

described below. Please review them and think about where you would like to help out. Please indicate your volunteer choice of one or more committees on the application form.

2020 Studio Tour Chairperson: WE ARE IN NEED OF A STUDIO CHAIRPERSON. Budget, schedule timelines and oversee committee activities

2020 Applications Chairperson: Sandy Allie. Receive completed applications and participation fees. Deliver checks to EDHAA Treasurer. Prepare a roster of studios with participating artists and deliver applications and paperwork to Studio Tour Chair for master file.

2020 Applications Editor: Margie Atkins Work with Sandy to proofread information on the Participating Artist Roster. Verify membership of participating artists. Intern for 2021 Applications Chairperson.

2020 Image Coordinator: JG Morales-Villanueva. Receives images and sees that image requirements for brochure and/or promotion are met. **Volunteer helpers need some experience** with photo shop/photo manipulation.

2020 Publicity (news media) Coordinator: VOLUNTEER NEEDED Create promotional news releases. Work with newspapers, magazines, broadcast media.

2020 Publicity (social media) Coordinator: VOLUNTEER NEEDED Create promotional releases for participating artists for promotion on their personal facebook and Instagram pages, email mailing lists, etc.

2020 Brochure Design: VOLUNTEER NEEDED Create brochure design, obtain cost quotations and work with printer.

2020 Brochure Editor: VOLUNTEER NEEDED Work with Lynne to obtain missing information and proofread information for accuracy,

2019 Brochure Distribution: NEED VOLUNTEER COORDINATOR. Receive brochures from printer. This requires a large space for storage. Strategize plan for distribution to local businesses, cafes, art stores, and public places. Arrange distribution to artists and assign areas for hand delivering. **NEED VOLUNTEER HELPERS**

2020 Banners/Sign Distribution Committee: NEED VOLUNTEER COORDINATOR. Identify banners and signs needed, obtain permission to hang banners in public places, check artists out/in and hold deposits. **NEED VOLUNTEER HELPERS TO HANG BANNERS AND DISTRIBUTE SIGNS.**

2020 Preview show at Gallery at 48 Natoma: NEED COORDINATOR. Call to artists to participate, prepare labels, intake work, install exhibit and manage the release of work. **NEED 5 TO 6 VOLUNTEERS TO HELP ON THIS COMMITTEE.**

Studio Tour Summary: NEED COORDINATOR Contact each studio and create a summary on data received on the number of attendees to studios and the volume of sales/income as well as any pertinent public feedback.

