



2021 Broome Art Trail Participant Information Sheet

2021 Format:

1. The 2021 Broome Art Trail as a blended event will include virtual programming as well as in-person programming.
2. BCAC will provide a centralized website featuring all of the artists and their work, maps of the venue sites, trail suggestions, marketing and advertising (social media, print, radio, tv, fb, billboard, etc.) and the option for artists to access Zoom training on creating, editing, and uploading videos for virtual participation.
3. Virtual programming will include options, such as discussions with local artists (Q&As), video tours of studios or spaces, and textual information for sales/commissions.
4. Artists should plan to collect some data for reporting to BCAC via our followup participant survey (attendance, sales, visitors from outside the county, etc.). BCAC will supply a sign-in/reporting sheet for each venue.
5. There is no cost to Group or Studio venues (hosts) to participate; however, all venues must show proof of liability insurance before consideration.
6. Participants (artists) will be charged a nominal fee for inclusion, marketing, supplies, and training. Fee scale below.
7. Sales of any work are between the artist and the buyer, and BCAC takes no part in the sale aspect. Artists are responsible for taking payment and delivery of goods and services offered, as well as for submitting tax information where applicable (over \$600 in sales).

2021 Participant Options:

Venue Definition and options:

- Defined as **Group Venue** (3-5 participants, in person), **Studio Venue** (1-2 participants, in person), and **Virtual Venue** (3 minute single studio video tour & textual information for sales/commissions on BCAC BAT website). **Hybrid Venues** combine a Group or Studio option with the Virtual option.

Group & Studio Venue Responsibilities:

- Venues agree to be open to the public Saturday and Sunday from 10pm-4pm, with additional time scheduled for set up and cleanup.

- Venues plan for participants to be 6 ft or more apart and require all guests and staff to wear masks. Providing equitable accommodations for all participants is the goal of spatial planning.
- Venues provide tables, chairs, easels, walls where applicable and are open to participants for planning purposes.
- Venues agree to adhere to NYS Health Guidelines (examples found here: <https://coronavirus.health.ny.gov/large-gatherings-and-quarantines>), providing hand sanitizer, garbage cans, fresh air circulation and access to restrooms for participants
- Venues agree to provide accommodations for securing artwork overnight between Saturday and Sunday of the event weekend
- Venues must show proof of liability insurance.

Virtual Venues:

- 3 minute-long virtual studio visit, recorded and submitted by the artist
- Information for purchasing / commission posted online
- Access to free BCAC workshop on how to have successful virtual studio visit

Hybrid Venues:

Group and Studio venue participants (with in-person participants) have the option of virtual participation (as defined under Virtual Venues) for an additional \$10

Participant Pricing:

In-Person Participation:

- \$45 Non Member Individual
- \$30 BCAC Member Individual
- \$200 Non Member Group (up to 5 people)
- \$125 BCAC Member Group (up to 5 members)

Virtual Participation:

- \$25 per individual, member and non member (no signage, no visitors, webpage online marketing only) for VIRTUAL ONLY;
- \$10 additional for participants registered as IN-PERSON (group or individual)

What's included?

- Map icon (one image per artist or group)
- Marketing:
 - Social media (paid and organic) promoting the event and individual artists and groups
 - Paid Advertisement for event: radio / tv / park outdoor billboards
 - TV, radio (WBDY) and virtual interviews about event
 - All Print Materials: Venue Signs, Save the Date Signs for municipalities, Wayfinding Signs to venues, municipal banners, maps for distribution

- Website directory link and feature, organized by type of work and location
- Listing on Broome Art Trail Webpage (broomearts.org), including photos, name, contact information, and places people can reach you
- Up to four artists per week in August and September will be showcased in the BCAC Newsletter, and on BCAC Social Media pages (FB, Instagram, LinkedIn)
- Contact and location information for sales/commissions and/or visiting studio/venue.
- Invitation to artist/venue host pre-party (Broome Art Trail 2021 Meet-n-Greet) on Thursday, September 30th
- Networking opportunities via BCAC

Categories of art accepted:

1. Printmaking
2. Drawing (charcoal, graphite, colored pencil, etc.)
3. Painting (watercolor, encaustic, oil, acrylic)
4. Photography & Digital Art (prints and commission work)
5. 3D: ceramics, wood, glass, metal, fiber, mosaic
6. Sculpture
7. Mixed Media
8. Collage