



2022 Broome Art Trail Participant Information Sheet

2022 Format

1. The 2022 Broome Art Trail will be a completely in-person event, with artists and locations listed on our website (www.broomearts.org/in-the-community/broome-art-trail).
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, Facebook, Instagram, billboard, etc.).
3. 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.
4. There is no cost to venues (hosts) to participate; however, all venues must show proof of liability insurance to Broome County Arts Council before consideration.
5. Participants (artists) will be charged a nominal fee for inclusion, marketing, supplies, and training. Fee scale below.
6. 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 their personal accounting (submitting tax information where applicable, typically for over \$600 in sales).
7. Artists will only have one icon associated in one location at a time on the printed marketing materials.

2022 Participant Options

Venue Definition:

- **Group Venue:** Public venue displaying work. May or may not be an arts space normally. Appropriate Group Venues include museums, arts centers, galleries, restaurants, performance spaces, Artists who do not have a public studio space should plan to be in a Group Venue.
- **Studio Venue:** artist's personal studio. Shared studio space with other artists (such as a split studio) is eligible to be considered as a studio.

Venue Responsibilities:

- Venues agree to be open to the public Saturday and Sunday from Noon - 4pm, with additional time scheduled for set up and cleanup.
- Venues plan for participants to provide 10 feet per artist at minimum. 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. Business does not need to be in operation but it's highly recommended! Access to restrooms for participants is required.
- Venues agree to provide accommodations for securing artwork overnight between Saturday and Sunday of the event weekend
- Venues must provide proof of liability insurance (for example, a policy number with the insurance company name and contact).
- Venues, artists, and musicians participating in the Broome Art Trail understand that BCAC is not carrying insurance to cover Broome Art Trail events that happen at an artist's home, an artist's studio, or any other locations that the artist uses. Any interactions between the artists and the general public is between those two parties and does not involve BCAC. This includes injury, damage, or any other type of calamity or complaint. Artists agree to hold harmless BCAC, its employees, officers, volunteers and directors from any and all claims, actions, demands or other proceedings for any actual or alleged injury to persons or damage to property for any reason whatsoever and/or arising out of any act or omission of artist and their premises, or other locations.

Artist Participant Pricing

- \$45 Non BCAC Member
- \$30 BCAC Member
- Venues pay no fee to be a host

What's included in Artist Participation?

- Map icon (one image per artist): preview of artist work and location on map
- Marketing:
 - Social media (paid and organic) promoting the event and individual artists and groups
 - Paid Advertisement for event: Radio / TV / Park Outdoor billboards
 - Newspaper Ads
 - TV, radio 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 other 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 (provided by the artist)
- Invitation to artist/venue host pre-party (Broome Art Trail 2022 Meet and Greet) on Thursday, September 29th, 2022.
- Networking opportunities via BCAC with venues, BCAC members, other artists, program sponsors and musicians!

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

Please note that works which are easily transported, functional, and easy to take home do the best for sales. However we encourage all types of work to be featured in the Broome Art Trail. Please contact Broome County Arts Council with any questions! information@broomearts.org or via phone (607) 723-4620.