



ASHE COUNTY STUDIO TOUR GUIDELINES FOR PARTICIPATION

The ASHE COUNTY ARTS COUNCIL is the sponsor for the Ashe County Studio Tour. The Arts Council will coordinate all publicity efforts (save-the-date card, promotional mailings, press releases, radio/television appearances, and calendar of event listings). The Ashe Arts Center will serve as the headquarters site during the Studio Tour to answer questions, hand out maps and direct visitors.

Participants must meet the criteria below and return their completed application and payment by March 1, 2017.

ELIGIBILITY: Artists must be current Arts Council Exhibitor Members **at time of the Studio Tour and application.** The annual \$20 Exhibitor's Fee entitles artists to be included in the Gallery Shop and in Arts Center Gallery and other regional exhibitions.

- All work must be original and handcrafted.
- No work created from commercial kits, stencils, molds, patterns, or prefabricated forms are acceptable.

FEES: \$75 each individual artist. When two or more artists collaborate to create a single body of work, they will be considered an individual, the fee equal to that of one individual artist (\$75). When two or more artists working in the same studio create multiple and distinct bodies of work, they will be considered as two individuals, each artist paying the individual fee.

If the annual Exhibitor's Fee is not current, please add \$20 to your payment.

PARTICIPATION SITES: Studio Tour sites must be in Ashe County and are restricted to either studios or galleries as long as the gallery is a working artist studio. **Multiple artists may participate in any single studio.** You must be open all the designated hours of the Tour weekend.

If you have space for additional artists or, conversely, are interested in being a guest in another's studio during the Tour weekend, please contact ACAC. We will try to provide referrals or help you find a venue. *We recommend that you try to make your studio wheelchair/disabled accessible.*

BROCHURE: 8000 copies of the brochure will be ready for distribution in mid-April. It will be the primary marketing piece for the Studio Tour and will serve as a reference after the Tour. The Brochure is given out to visitors at the Ashe Arts Center, galleries, artist sites, and Visitor Centers. It includes studio and artists' names, websites, addresses, and phone numbers and/or email addresses

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(per artist request). Applications must be filled out COMPLETELY, and include a digital high resolution photo so information in the Brochure will be accurate. Brochures can be mailed individually with additional postage.

WEBSITE: The Arts Council website will post the most current Studio Tour map and Brochure information on our website as soon as it is completed. Wherever possible, links are established to participating studio websites. Please place a link to Arts Council website, www.ashecountyarts.org on your website and “friend” us on [facebook.com/ashe county arts council](https://www.facebook.com/ashecountyarts).

SIGNAGE: The Arts Council will create weather-resistant, directional signs for the Tour. Please communicate with your neighbors to coordinate the sign efforts. Signs may be picked up from the Arts Center the week of the Tour to be placed around the county giving prime directions to individual studios. Signs are the property of ACAC. Please return signs to ACAC following the Tour.

SURVEY: A survey will be available to participating artists following the tour. Please take a moment to complete and comment. Statistics aid in ACAC’s continuing efforts to garner support (Many of our grantors require substantiation of the scope of our programs/events), and from which policies are established, amended, and altered.

VOLUNTEERING: Participants are encouraged to volunteer for one of the tasks listed below. We ask you to sign up for **one specific task** from the areas of involvement described below. Please indicate your choice on your application. If you have any questions, call us at 846-2787 or email jane@ashecountyarts.org. *Below are a listing and explanation of the available volunteer position.*

1. DISTRIBUTION: The following is a list of cities for Studio Tour brochure and poster distribution. ACAC will distribute to Ashe County restaurants/coffee shops, galleries, schools, hotel/motels/inns, chamber of commerce, & libraries.

We need the same for:

- | | | | |
|--|---|--|---------------------------------------|
| <input type="checkbox"/> Boone | <input type="checkbox"/> Blowing Rock | <input type="checkbox"/> Banner Elk | <input type="checkbox"/> Abingdon, VA |
| <input type="checkbox"/> ASU | <input type="checkbox"/> Wilkes County | <input type="checkbox"/> Alleghany County/Sparta | <input type="checkbox"/> Winston |
| <input type="checkbox"/> Charlotte | <input type="checkbox"/> Greensboro | <input type="checkbox"/> Burnsville/Penland | <input type="checkbox"/> Hickory |
| <input type="checkbox"/> Johnson City/Bristol + ETSU | <input type="checkbox"/> Raleigh/Triangle | <input type="checkbox"/> Other | |
- Promotional materials can also be distributed at Arts/Crafts Festivals.

2. MARKETING/PROMOTION

Marketing and promotion are the biggest challenges the Studio Tour faces. We will set up a marketing committee willing to put in a bit of effort to get the word out. This is your Tour, and you can help us make it happen.

- Update the Arts Council media list. Each volunteer will be given 5 media sources. Call, email or visit websites to find out:
 - The best way to submit articles. (email, snail mail, phone)

OVER

- Type of article they are interested in (teaser, press release, full article, idea)
 - To whom (this may be more than one person if it is a large publication)
 - If they accept photographs (in what format and size)
 - What is their lead time for submissions!
 - Make the personal connection with the press representative. Let them know who you are and why this is important!
- Contact local radio stations; arrange for interviews or demonstrations. Get all contact information and then let the Marketing Committee coordinate appearances.

3. ARTIST OUTREACH

- Contact artists to encourage participation in the Studio Tour!

4. EXHIBIT

- Contact artists to confirm participation and to coordinate delivery of artwork
- Install the exhibition
- Work with the Arts Council to determine the feasibility of a Friday night Artist Reception

5. OTHER VOLUNTEER JOBS

- Proofing Brochure
- Create map for the Studio Tour (people familiar with Ashe County)
- Want to be on television/radio? If we set up interviews/demonstrations at local television/radio stations, we will be looking for someone to represent the “Studio Tour”.
- Help with Studio Tour sign distribution
- Phone Call Reminders
 - Before Studio Tour Application Deadline to solicit participation
 - Before Studio Tour itself to communicate with artists about Tour details

APPLICATION DEADLINE:
March 1, 2017

ASHE COUNTY ARTS COUNCIL
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