

TOE RIVER STUDIO TOUR GALLERY APPLICATION — November 30 - December 2, 2012

Application and Fee Deadline: FRIDAY, AUGUST 24, 2012

SECTION 1: Gallery Information (office use)

Gallery Name _____

Mailing Address _____

Phone _____ Email Address _____

Contact Name _____ Phone _____

Contact Email Address _____

SECTION 2: Guide Information

Phone for Tour Map _____ Website _____

Phone _____ Physical Address/Location _____

Gallery Description (less than 10 words)* _____

SECTION 3: Payment Information: Payment must accompany the AUGUST 24 application.

Please remit \$120 Tour fee with completed application*. Each gallery receives 25 postcards and 25 Guides.

Check Credit Card CC# _____ Exp Date ____/____

Signature _____

APPLICATION SUBMISSIONS:

1. Return Application and payment to TRAC, PO BOX 882, BURNSVILLE, NC 28714
2. Download the application and pay online (Go to www.toeriverarts.org and click on paypal).
3. Bring application and payment to the Spruce Pine or the Burnsville Galleries (10-5/Mon-Sat)

Please make certain you have 1) completed the application, 2) enclosed payment, and 3) attached publicity photos either on cd (300 dpi +) or 4x6 photos. Image will be used in the Guide.

**Please limit 10-word description to primary gallery focus. Galleries that want to promote current exhibitions, featured artists, and/or upcoming events may purchase an advertisement in the guide.*

Participating galleries receive 15% off the cost of an ad (line ads excluded) in the December Guide. See our website, www.toeriverarts.org for complete details. September 14 is the deadline for Tour Ad Commitment.

APPLICATION, PAYMENT, PUBLICITY PHOTOS MUST BE RECEIVED BY 5 PM, FRIDAY, AUGUST 24

EXHIBIT WORK (2 pieces only; must be TRAC members) MUST BE DELIVERED TO THE

SPRUCE PINE GALLERY BETWEEN Tuesday, Nov 6 and NO LATER THAN FRIDAY, Nov 9 2012

Toe River Studio Tour Guidelines for Participation

Participants must meet the criteria stated below and return their completed application and payment by 5 pm of the posted deadline. The deadline and schedule for the Tour is included in the application.

Eligibility: Artists and galleries must be current TRAC members. An artist must have a student, individual or family membership; a gallery must have a business membership. (*Note:* membership fees are Student \$20, Individual \$30, Family \$50, Business \$75.) All work must be original and handcrafted. No work created from commercial kits, stencils, molds, patterns, or prefabricated forms are acceptable. **Participating galleries must maintain regular hours of operation throughout most of the year, be staffed during open hours, and represent a significant number of TRAC artists.**

Fees: \$80 each individual artist and \$120 each gallery. 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. 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. To qualify for a gallery fee, they must meet the eligibility requirement above. All accounts/fees (including membership balances) must be paid in full and by the application deadline.

Participation Sites: Studio Tour sites must be in Mitchell or Yancey County and are restricted to either studios or galleries. Up to five artists may participate in any single studio. You must be open all the designated hours and days of the Tour weekend. If you have space for additional artists or, conversely, are interested in being a guest in someone else's studio during the Tour weekend, please contact TRAC. We'll try to provide referrals or help you find a venue.

Postcard: A four-color postcard is sent out to TRAC's mailing list (over 5,000). Postcards (Each participant receives 25; 10¢ each additional) are available to pick up when you drop off your work. (*Note:* separately mailed postcards must have required postage and are not available for the Bulk Mail.)

Map and Guide: The map and guide brochure (Each participant receives 25) give location and serve as a reference after the Tour. The map is given out during the year to visitors at both TRAC Galleries. The guide also includes studio and artists' names, websites, addresses, and phone numbers and/or email addresses (per artist request). Please fill out the application completely. These may also be mailed individually with additional postage.

Website: TRAC posts the most current Studio Tour map and guide on our website. Wherever possible, links are established to participating studio websites. Please place a link to TRAC (<http://toeriverarts.org/studiotours.html>) on your website also (for studios and galleries only).

Tour Exhibit: The Exhibit helps visitors determine travel routes. The Exhibit in the Spruce Pine TRAC Gallery is arranged geographically, your map number included on the title card. Individual Tour participants may submit up to two pieces. Collaborating artists and galleries may submit a total of two pieces. All work must be for sale and priced at its retail value. (*Note:* TRAC retains 40% commission on sold work) Work submitted by a gallery must be by current TRAC member artist(s). All work submitted must be display-ready and submitted by the posted Exhibit deadline on the application. No work will be accepted after the deadline. The Spruce Pine Gallery manager reserves the right to refuse or limit work too large, not ready for hanging, or for other reasons determined to not be in TRAC's best interest.

Signage: TRAC has weather-resistant, directional signs available. Please communicate with your neighbors to coordinate the sign efforts. Signs are the property of TRAC but may be retained at studios/galleries for future Tours. Signs are to be used *only* during the Tour weekends (*Note:* signs may not be put out before Thursday of Tour weekend). Please return signs to TRAC if you no longer participate in the Tours. We recommend you include your map number somewhere on or close to this sign. Additionally, TRAC has paper signs printed with various directional arrows and *Welcome Studio*.

Survey: An online survey will be available to participating artists and galleries following the tour. Please take a moment to complete and comment. Statistics aid in TRAC's continuing efforts to garner support, and policies are established, amended, and altered from the responses the studio tour committee receives.

TRAC: TRAC, with the help of many volunteers, coordinates the Tour, produces the map guide and postcard and makes signs available. They coordinate all publicity efforts—postcard and promotional mailings, which includes a CD with artist images, websites, and press releases mailed at the beginning of the year, radio advertisements, and map delivery to regional locations. Participant work is displayed at a month-long exhibit at the TRAC Gallery in Spruce

Pine and a "Studio Tour Book" featuring photos, names, and addresses of participants is provided at the Burnsville TRAC Gallery. Staff and volunteers are on hand at both galleries during the tour to answer questions, hand out maps and direct visitors.