



**VIRTUAL
STUDIO
TOUR**
NOV 23 - DEC 27

2020 December Virtual Studio Tour
November 23 – December 27, 2020

Virtual Studio Tour Participant Options:

1. Sell your work online in Toe River Art's Online Studio Tour Shop and Studio Tour Preview Exhibition – \$100

- Studio Tour Artist Page on website
 - Video Content
 - Virtual Studio Tour promotion with regional and national advertisers
 - Participation in the Studio Tour Exhibition at the Spruce Pine gallery
 - Artists may submit up to forty pieces to be sold online through the Toe River Arts Online Studio Tour Shop
 - All of the listing of items will be managed by Toe River Arts' staff
 - Toe River Arts' will handle all shipping and packing of artwork sold online and through the exhibition
 - Artist will receive all professional images taken of their work used in online store
 - Artists taking advantage of this option may keep their work for sale in our Online Studio Tour Shop until it sells
 - Toe River Arts will take a 20% commission on work sold online and in the gallery (Toe River Arts' normal percentage is 40%)
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2. Launch your own online shop with help from Toe River Arts \$100 –

- Studio Tour Artist Page on website
- Video Content
- Virtual Studio Tour promotion with regional and national advertisers
- Participation in the Studio Tour Exhibition at the Spruce Pine gallery
- Toe River Arts will provide you with a digital guide that includes:
 - How to set up a basic ecommerce platform
 - How to pack and ship your work
 - How to photograph your work
 - How to livestream on social media/use social media

\$150 –

- Studio Tour Artist Page on website
 - Video Content
 - Virtual Studio Tour promotion with regional and national advertisers
 - Participation in the Studio Tour Exhibition at the Spruce Pine gallery
 - Assistance from a small business expert to launch an ecommerce platform before the tour
 - For more information, contact nealy@toeriverarts.org
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3. Toe River Arts directs visitors to artist's existing online store – \$100

- Studio Tour Artist Page on website with a link to artist's own ecommerce site
- Video Content
- Virtual Studio Tour promotion with regional and national advertisers
- Participation in the Studio Tour Exhibition at the Spruce Pine gallery

**please read the "Policies for Participation" for complete 2020 December Virtual Studio Tour procedures and policies. Questions? Contact brady@toeriverarts.org.*