

seARTS Art Loan Program – Annual Show version

Key Persons Involved:

Program Liaisons: seARTS Board member (whomever has the closest relationship to the institution), seARTS Office Manager & Marketing Assistant

seARTS Objectives for the Program

- Expose seARTS artists to a new audience
- Sell art work to put \$\$ in hands of artists
- Use sale as a seARTS fundraiser – like other art shows
- Generate membership to seARTS
- Generate interest in discussion about art/education
- Generate interest among visitors on the arts scene on Cape Ann

Hosting Organization Goals:

- Facility beautification/better work environment
- Employee/Member engagement in “creative” economy; education
- Exposure of space for events/meetings
- Demonstrate good “citizenship”
- Access to seARTS members for programming (e.g. music, etc..)

Art Show Marketing: (this is the minimum suggested, but this can be expanded)

- Opening Reception (*sponsored by host with assistance from seARTS*)
- Viewer’s choice award or jury awards – promoted by host and seARTS awarded one month after opening reception; find sponsors e.g. framing stores, art stores etc.
- Awarded artists “interviewed” for articles, blogs, PR in seARTS and host pubs
- Art Bio Book and artist profiles at entry to facility
- Signage & prices available at entry way and on each piece on wall
- Find new ways to encourage sales/demonstrate that work is for sale

Show Terms:

- Show can be up for one year or negotiated for shorter time
- Work to be chosen by qualified jurors with guidance from host as to acceptable media
- Sponsorship Fee from host organization for \$800 for annual show + nominal fees for 3 jurors (up to \$100 each) and/or one time installation expert/oversight of in-house support if needed.
- Host is featured on seARTS website and materials as an annual sponsor
- Program management is covered by volunteer efforts of designated person on the seARTS Board with support for the seARTS office manager.
- Host organization must be insured for artwork or responsible for any loss or damage

