

Application Form

 The Artisans Guild—Eastern Shore of Virginia 

2010 Annual Open Studio & Vineyard Tour

Dear Exhibiting Members —

It's time to start getting organized for our **8th Annual Open Studio & Vineyard Tour**. We've heard many good things from you about last year's event. In spite of gas prices and an uncertain economy, we had hundreds of visitors from around the region. Many of our loyal supporters told us they were "buying local" during the holiday season. The Tour will again take place on

Thanksgiving Weekend, Fri, Sat, Sun – November 26-27-28.

There has already been interest in joining the Tour, so make your plans early. First Come-First Served! In fairness to all our members, we are going to strictly adhere to the Tour rules, especially concerning non-juried guests and paid up members. Participation in the Tour will no longer be offered to those who disregard the enclosed Participation Guidelines.

So here's what we need from you:

- Take a look at the **reservation form** on the last page of this application. If you're interested in being on the Tour this year, please fill out the info that applies to you.
- Do you want to be a Host Stop? \$200 fee (same as last year!!) Perhaps a guest at someone else's studio? \$50 fee. All fees paid to the Guild (see last page)
- Dues need to be paid up for 2010, of course.

Please get the form back by April 15, 2010.

This year we will again be spending our entire budget on promotion---paid advertising close to home, an expanded web presence (check out our brand new website-- **www.esartisansguild.org**), 2,500 brochures distributed on/off the Shore, editorial comment when available and more than 4,000 direct mail postcards. We'll look forward to hearing from you soon---and thanks !!! from the Artisans Guild Board of Directors, Dan Bowen, Chair.

Mary Miller and Bruce Hoover —Tour Co-Chairmen

757-678-7532 earthdesignltd@hotmail.com

www.esartisansguild.org

Participation Guidelines

- ❖ All studio Tour hosts and guests must be juried exhibiting members of the **Artisans Guild Eastern Shore of Virginia.**
- ❖ All Tour participants must be Guild members, in good standing, dues paid up for 2010 at the time of sign-up
- ❖ Host artisans with space available--please let the Tour committee know by the April 15 deadline that they have space available. No more than three artisans at any one stop. Guest artisans' fee will be \$50 each paid to the Guild.
- ❖ All Tour fees must be paid by the announced deadline (April 15,2010) in order to be included on the Tour.
- ❖ All Tour information must be provided to the Tour committee by the deadline. Correct address, phone, e-mail, website, names and media of guest artisans, correct directions to the studio. Please include a new, high quality photo of yourself or a piece of your work. No photos of shops or studios please (without a new photo, Tour Committee reserves the right to replace old photos). Tour will be featured on the Guild's website.
- ❖ The number of stops will be limited by the size/format of the brochure.
- ❖ Both the Tour Chair and the Board Chair must be notified of any info changes at least one week before the Tour, so that we can provide a "Change List" to Tour-goers.

Tour Hosts and Guest Artisans agree to:

- ❖ Promote the Tour to their own customers via mail lists, e-mail contacts, and/or distributing Tour information at shows, exhibitions, hotels, restaurants, etc. and distributing posters.
- ❖ Provide holiday ambience and decorations along with hospitality and light refreshments.
- ❖ Have membership applications on display during the Tour.
- ❖ Be open for business during all of the published Tour days and hours (10AM to 5PM).
- ❖ Provide explanations of your process, tools and equipment, and conduct working demonstrations during the Tour, if possible.
- ❖ Maintain adequate liability insurance coverage for your studios. Call your insurance professional to be sure you are covered. In case of an incident involving a visitor on your premises, you could be held responsible for injury or damages. Unendorsed homeowners policies do not cover business exposures.
- ❖ Put up adequate signage to your studio. The Guild will provide professional signs and arrows only once. Each stop is responsible for maintaining and storing them for the next year's use. Please return signs and arrows to the Guild if you are no longer a Tour stop. Each stop must provide the stakes and red bows for each sign. Please coordinate signage with nearby studios, to reduce confusion for our guests.

All Tour fees will be used only for advertising and promotion. The Guild assumes no responsibility other than publishing the Tour Guide and promoting the event.

***** Please return this page *****

Name & Studio Name _____

Address _____

E-mail _____ Phone _____

Website address _____

PLEASE CHECK THE APPROPRIATE LINES BELOW

____ I want to be a **Tour Host Stop—Studio or Vineyard (\$200 per stop)**

____ I am a paid Guild Exhibiting Member for 2010

____ I can host # ____ artisans at my studio. *(no more than two)*

____ I will invite the Guest Juried Artisan(s) Who? _____

____ I want the Tour Committee to assign the Guest Juried Artisan(s)

Please provide studio address and concise directions to your studio from Route 13, and indicate nearest mile marker. (for new stops only)

____ I want to be a **Guest Juried Artisan (\$50 fee).**

____ I am a paid up Exhibiting Guild Member for 2010

____ I will exhibit at _____'s studio

____ I want the Tour Committee to find me a Host Stop

Tour Host Stop fee (\$200)—OR—Guest fee (\$50) \$ _____

2010 dues (\$25/individual, \$35/family, \$50/corp. /\$100/patron) \$ _____ *(are you paid up?)*

Balance Due (check enclosed) \$ _____

I agree to comply with the Tour Guidelines on P. 1 & 2

(sign) _____

Application must be returned with your check (payable to: The Artisans Guild) by

April 15, 2010

Please mail form and check to: Artisans Guild Tour, POB 275, Eastville, VA 23347

SPACE LIMITED---FIRST COME, FIRST SERVED