

VERMONT CRAFTS COUNCIL'S OPEN STUDIO WEEKEND May 29 & 30 2010
APPLICATION DEADLINE: DECEMBER 18, 2009

1. Business Name: _____

Contact Name to be used in Map Listing and on our Website:

Ph: _____ Check One --> ___ Home or ___ Studio/Gallery?

Postal Address: _____ **Town:** _____ **Zip** _____

We prefer to send Open Studio news, updates and directions proof to you by **e-mail**. We will mail notice of the Annual Marketing Conference, Open Studio Seminar and an Open Studio information packet to all.

E-mail: _____ Web Site: www. _____

2. Site Location and information if different than above address:

Physical Address _____ Town: _____

County _____ Zip _____ Ph: _____

3. Please check the one that best applies: M = Member rate, N = Non-Member rate

A. ___ My site is my studio. ___ M - \$95, ___ N - \$140

B. ___ I'll be doing Open Studio as a guest at someone else's site. ___ M - \$32, ___ N - \$42

C. ___ My site is a gallery exhibiting the work of many artists year round. ___ M - \$95, ___ N - \$140

D. ___ My site is a gift shop, with my work as one part of a broader mix. ___ M - \$95, ___ N - \$140

E. ___ My site is a hub site that will host a group of artists for Open Studio. ___ M - \$95, ___ N - \$140

F. ___ My site is an art or craft school at times other than Open Studio. ___ M - \$95, ___ N - \$140

4. MAPS AND DIRECTIONS

Are you a past Open Studio Participant?

If yes, do you have changes to the directions we used? ___ Yes (attach new directions) ___ No

Was your location on the map correct? ___ Yes ___ No (attach map with correct location).

What year did you participate? _____

New Participant – DIRECTIONS SUBMISSION GUIDELINES

Please use a computer to provide directions to your site from a major road or town and include with this form (Do not substitute Google or Mapquest directions). Please include an official map of some sort and mark your location on it.

5. INDEX DESCRIPTION:

2 words to describe your work 1. _____ 2. _____

6. COUNTY SECTION:

Please choose 5 words that describe what (your artwork) visitors will find when they visit your site:

1. _____ 2. _____

3. _____ 4. _____ 5. _____

7. OPTIONAL AD in the Vermont Studio Tour Map? Which size below?

We will place your ad in or as near as possible to your County section. E-mail ad to sally@sallystetson.com by Feb 1, 2010.

___ One Twelfth Page 2.3889 X 2.3889 **\$150**

___ One Sixth Page 2.3889 X 4.125 **\$275**

___ One Third Page Vertical 2.3889 X 8.5 **\$500**

___ Half Page Horizontal 7.5 X 4.125 **\$650**

FEES - ALERT!! Please read **Vermont Crafts Council Fees and Services – Your Choices** before you complete the following section! Please fill in the blanks with fee choices from sections 1. – 7.

Are you a member?

___ Yes, I've included membership form and fees. ___ Yes, I'm already a member. ___ No

PAYMENT SUMMARY

Please enter appropriate amounts in the blanks below

_____ Open Studio + _____ Ad in Studio Tour Guide = _____ Total Open Studio Fees

Payment Method? ___ Check enclosed. ___ Visa/MC.

Card #: _____ Exp ___/___ Security _____

Signature: _____

Please read the following and sign at the bottom to indicate your understanding and agreement with these expectations (please contact us with questions or concerns).

1. You, or your qualified representative, should be in your studio or gallery during the Open Studio Weekend from 10:00 to 5:00.
2. Education of the public through explanation, exhibition or demonstration of processes and materials is a **required** element of all participant sites in this event.
3. If you are applying as a gallery, you agree to showcase the work of Vermont artists or craftspeople during the weekend.
4. You will use Open Studio yellow signs for yourself only and not give any to those not registered for the event.
5. Promotion for Open studio is a joint effort between the Vermont Crafts Council and each registrant. At a minimum, this means you will distribute maps to area businesses or your customers.
6. In order to keep costs down, we distribute Open Studio maps, posters, and signs through a grass roots network usually coordinating with the Open Studio Seminar or the Spring Marketing Conference. **Every participant is required to pick up or otherwise arrange to get materials from the local coordinator** (we will let you know who that is) or from the VCC office in Montpelier at **104 Main St.** If you can't do this, we can ship them but you must bear the cost of shipping (\$15 - \$25).

I understand and will abide by these expectations:

Name: _____ Date _____/_____/_____

Help With Open Studio Weekend?

In my region: ___ Coordinate area promotion ___ Proof my region's map ___ Mentor new participants

In general: ___ Speak about some aspect of Open Studio at the Open Studio Seminar ___ Stuff envelopes

SEND THIS FORM TO Vermont Crafts Council, PO Box 938, Montpelier VT 05601. **FAX:** (802) 223-7974
Questions? Vt1crafts@aol.com or (802) 223-3380.