



Opulent Art Virtual Studio Tour November 11 – December 15, 2020

The holidays are fast approaching and normally, we artists would be planning and preparing for in-person events. The uncertainties surrounding COVID-19 have left all that in doubt. Since creativity is what we do best, a group of us decided to organize an online event we are calling the Opulent Art Virtual Studio Tour. We are looking for local artists to join us in this first ever event!

The Opulent Art Virtual Studio Tour will provide an online portal for selected local artists that will link to your own website or online presence, and an advertisement in the Peninsula Daily News. The Opulent Art Virtual Studio Tour online portal will be available from November 11th through December 15th.

While many of you have an on-line presence already, the benefit to you, the artist, is that you will get advertising for your business at a much reduced cost because we will be doing the advertising as a group. This is in addition to multiple social media sites pushing people to the Opulent Art Virtual Studio Tour.

We are inviting you to apply to be included in the Opulent Art Virtual Studio Tour. This is a juried event to ensure that the artists involved produce original arts and crafts that will be appealing to a broad range of customers. Attached is an application and the guidelines for acceptance in the virtual studio tour.

Please complete and send your application to connect@opulentartshow.com by September 30th to be considered for inclusion in our online portal.

If after reading the requirements you have questions, please forward those to Jean.



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Information and Guidelines

Jury Requirements for Artists and Craftspersons:

We plan to feature 8-12 artists in the Opulent Art Virtual Studio Tour, but the actual number is subject to change depending on the demand for participation. Each artist must be juried by the Opulent Art Virtual Studio Tour staff. The juried criteria includes, but is not limited to, the following:

- Artists must reside in the North Olympic Peninsula in either Clallam or Jefferson County
- All work must be your original art or a derivation of your original art.
- Each artist must have an independent or individual online presence.
- Each artist must take full responsibility that their art is adequately represented and will arrange for delivery/shipping
- We have the right to refuse any artist
- If you make products using images that are not your own, such as Seahawks or Disney, you must be able to provide proof of license in order to use trademarked images in your products.

Guidelines for Participation:

This is a new platform for most of us to sell our arts and crafts. There will be a learning curve for everyone and we are interested in helping you to participate as much as possible. We have set some guidelines for participating in this virtual studio tour.

- Apply to participate in the show by September 30, 2020. Complete the application and hold harmless, and send that via email to connect@opulentartshow.com .
- You must have your own website or on-line presence to which potential customers can be directed to peruse and hopefully purchase your art and/or products. A phone number or email address will not be sufficient. It does not have to be a site that has direct selling, but must be a site that we can link to with your products shown and/or listed. An Etsy site or other marketplace, including Facebook and Instagram, is acceptable. A gallery or retail store where your products are sold or displayed is not.
- You must agree to pay an equal share of the advertising costs spread among all participants. There are no other costs for an online presence in our portal. We won't know the actual costs until all artists are committed, however, we anticipate the cost to be between \$50 and \$75 each.
- You must agree to spread the word about the Opulent Art Virtual Studio Tour on social media. We will give you a list of links and hashtags (#) to use.
- Once accepted you must provide a video or image to be used on the Opulent Art page and the link to your website or on-line presence. The image or video may be of your products, your studio, or something that is representative of your art and/or business. This must be received by

our staff by October 21, 2020. Videos must be a link to Youtube or Vimeo. We would be happy to provide assistance in how to accomplish making a video.

- Supply a picture for the ad that is a high resolution jpg or png that is at least 1000 pixels wide and tall. The file must be labeled with your last name and caption of the picture. Any pictures that fit harmoniously with the Opulent Art color scheme are encouraged. This will be due by October 21, 2020.
- Supply a short description (300 to 500 characters) of your products or art that will be used on the Opulent Art Virtual Studio Tour with your image/video to let people know about you. This will be due by October 21, 2020.

Opulent Art Virtual Studio Tour will provide the following:

- Webpage with a section dedicated to each artist who is part of the Virtual Studio Tour. There will be no selling directly from the Opulent Art Virtual Studio Tour page. All artists must link to their own website or approved on-line presence. We are providing a portal to your online presence.
- Each artist will have a presence on the home page and a separate page that describes a bit more about your products and your business. This will include a brief description, image or video, your name and business name.
- The Opulent Art Virtual Studio Tour website will be available and all links to artist's sites will be active from November 11th through December 15th.
- We will publicize the launch date and it will be active during that period of time
- Advertising in the Peninsula Daily News will include an ad on or around the launch date. Depending on the cost to advertise additional ads may be purchased as well.

Overview of the Process:

- Complete and return the application by September 30, 2020.
- Jury and notifications regarding acceptance will be complete by October 7th
- Image or video, description, and final website link submitted by October 21, 2020
- Payment for advertising must be paid by October 21, 2020
- Advertisement in the PDN on or around November 11, 2020
- Opulent Art Virtual Studio Tour will be live from November 11 through December 15, 2020



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Application

Business Name: _____

Contact Name: _____

Address: _____

City: _____ St: _____ Postal Code: _____

Best Contact Phone: _____ Other Phone: _____

Email: _____

Website or link to online presence to be used for studio tour: _____

Facebook: _____

Please list and describe **all** products to be sold:

We will access your website and/or online presence to be able to review your business for jury purposes. If you don't yet have a website or online presence, please include representative images of your products.

Please send the completed application and signed Good Faith Pledge and Hold Harmless Waiver to connect@opulentartshow.com by September 30, 2020.

Please sign below that if you are selected as a vendor at the Opulent Art Virtual Studio Tour that you will provide the following by October 21, 2020:

- Payment for your share of the advertising costs (final costs will be determined by time of notification of acceptance)
- High resolution image to be used for print and online advertising and promotion
- Image or video link to be used on the Opulent Art Virtual Studio Tour website
- Link to your online presence that will be used on the Opulent Art Virtual Studio Tour website
- Final description of your products and/or business to be used on the Opulent Art Virtual Studio Tour website

Artisan Name (please print)

Signature

Date

Business Name: _____

Good Faith Pledge and Hold Harmless Waiver

I, the Undersigned agree to adhere at all times to all rules, regulations and policies of the Opulent Art Virtual Studio Tour. The undersigned hereby releases the Opulent Art Virtual Studio Tour during this event on November 11, 2020 to December 15, 2020.

I, the Undersigned certify that I will only sell the type of items presented in this application.

I, the Undersigned do hereby agree to release, relieve, discharge, indemnify, defend and hold harmless the Opulent Art Virtual Studio Tour from all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind, including court costs and attorney's fees, arising out of acts of negligence of undersigned, his agents or employees. This paragraph shall survive termination of this Agreement.

I, the Undersigned fully understand that the terms of the Full Release shall serve as a Full Release and Full Assumption of risks for myself, my heirs, executors and administrators and for all persons authorized by me as part of the Event.

I, the Undersigned understand that I am solely responsible for collecting and paying sales taxes on my goods and services for any and all business licenses necessary for doing business in the State of Washington.

I, the Undersigned understand that I am solely responsible for the delivery or shipping of my goods and services to the customers.

I, the undersigned have read the Full Release form, understand its terms and acknowledge that without my acceptance, I will not be permitted to participate in the Event.

I, the Undersigned hereby accept all of the terms of the Full Release of Liability as evidenced by my signature below.

Artisan Name (please print)

Signature

Date

Business Name: _____