



December 1, 2011

Dear Artists:

Have you ever wanted to be a part of a studio art crawl? Not as a viewer, but as an artist?

CHARAC is going to sponsor the CHARAC STUDIO CRAWL for area fine art and fine craft artists. The event will take place on August 10, 11, and 12, 2012.

The goal of this crawl is to feature the many artistic talents in the area. The defined area for CHARAC is shown on the enclosed map. Participating artists must be CHARAC members or become members (see application for fee structure). All artists must be considered fine art or fine craft and applications will be reviewed by the committee. Work that is available for sale at the sites must be the original work or based on the original work of the artists.

Artists that do not have home studios, but would like to participate may team with a host artist. We ask that there be no more than three artists at one site. Artists may also make arrangements with a commercial business that features original artwork and exhibit and demonstrate at that location. The goal is for this to be a unique experience for visitors to meet and interact with the artists.

Monies from the artists' application fees and CHARAC will be used to prepare and print 5,000 brochures, signage for each host site, and a flag for each site. CHARAC will be responsible for creating and printing the brochures, establishing a page on the CHARAC website, creating and distributing press releases and promotional opportunities, mailing approximately 1,500 brochures out (artists may submit their mailing lists). CHARAC will also work to promote area restaurants so that visitors may have a complete experience.

The artists are responsible for:

Artist Applications Received by **January 31, 2012** (completed and with fees)

All artists – hosts & guest must complete an application. No participants will be added after this date.

Artists will be responsible for proof reading their information on the brochure – via e-mail by designated dates

Artists must be open from 10 a.m. to 5 p.m. on August 10, 11, 12

Artists will be responsible for picking up and returning signage as designated

Artists may provide demonstrations if appropriate and possible

Artists are asked to assist in e-mailing to friends and patrons with CHARAC prepared information

Artists are asked to share mailing lists for a direct mail to possible visitors (to be used for crawl purpose only)

Artists will provide light refreshments for visitors

Each site is responsible for their own liability insurance

This is a unique opportunity for visual artists in our area and we hope you will be a part of the CHARAC Studio Crawl!

Sincerely,

The STUDIO CRAWL COMMITTEE: Mary Ringelstetter, Deanna Persson, Catherine Sebek, Jason Rabuck, Vicky Zalatoris

For more information, please call Deanna at 715-634-4543 or Art Beat at 715-934-2780