

Second Saturdays Art Crawl

Second Saturdays

1-4pm

Business Info

Why Change from Final Friday Nights? Fridays are already busy times downtown, and since the new Downtown Studios have to start a Second Saturdays event, it makes sense to piggyback on that event and score additional marketing power, as well as getting more business downtown on Saturdays afternoons.

What is the Second Saturdays Art Crawl?

The Second Saturdays Art Crawl and Open Studios takes place on the Second Saturday of each month from 1-4pm, and is set up like gallery Crawls (First Thursdays in San Francisco, Second Saturdays in Sacramento, First Fridays in Alameda, Art Murrum in Oakland), where the public goes from reception to reception. These "receptions" are put on by the individual businesses. We are simply assisting with coordination and marketing.

Businesses that don't regularly show art should bring in their own artist or ask us **asap** to coordinate an exhibit for you. Please don't sign up if you will not be open to the public during the Second Saturdays Art Crawl.

How does it work?

Please advise us immediately if you wish to participate and get your signups to us. Acting quickly gives you best assurance of being matched with an appropriate artist if you need one.

We don't have the manpower to collect signups from you. Please forward it to us asap by the deadline or deliver it directly to Ryan Fine Art at 171 So. J Street (bottom floor of the Old Foresters Hall). Save trouble and \$ by signing up for several in advance.

NEW: If you regularly show artwork by an individual or group (not factory produced), you may sign up that artist or group to introduce their work to the public. Please have that individual sign up as an artist in order to be listed on the maps, or sign up for them. This is the only instance where an artist's presence is not required at the Crawl. Be prepared to have someone at your shop act as the artist's rep to be able to show the work to visitors with an understanding of the artist's background, or have appropriate literature or signage.

Please be careful not to let artists encroach sidewalks past the portion you already control. You do not have to have food or wine at your event if you choose not to. Alcohol cannot leave your business and you must follow all appropriate ABC laws if you choose winetasting at your reception.

In signing up, your artist has agreed to pay you 25% of their sales the night of the Crawl **unless you have made other arrangements with the artist.** If you wish, you can coordinate with the artist to leave the art up in your business for a length of time following the event or have it up for just the night of the event. Again, this is your show.

If we are helping arrange the art and you have not heard from your artist by the Monday preceding the Crawl, please contact me at 925-337-0567 or (best) at lryan@livermoreperformingarts.org.

How much does it cost? The cost is \$30.00 made payable to Ryan Fine Art. Include your payment with your signup sheet. Save money!! **Save \$5 off the cost of each Crawl by signing up for 3 or more at a time, save more for an entire year.**

We will market the event by Facebook, online event calendars, an extensive e-mail list, a newspaper ad, art event newsletters, press and event releases, handouts and flyers. Please make sure to Facebook and e-mail it as well.

Who do I contact if I have questions?? Linda Ryan e-mail is best, at info@lindaryanfineart.com. You can also call my cell at (925) 337-0567, however, e-mail is best.

APPS ARE DUE 3 WEEKS BEFORE EACH EVENT

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BUSINESS SIGNUP SHEET

Application Due 3 weeks prior to Event Date
If you want us to find you artists, please sign up asap

I wish to sign up for the following Second Saturdays:

_____ February 12, 2011	_____ August 13, 2011
_____ March 12, 2011	_____ September 10, 2011
_____ April 9, 2011	NO OCTOBER EVENT DUE TO ARTWALK
_____ May 14, 2011	_____ November 12, 2011
_____ June 11, 2011	_____ December 10, 2011
_____ July 9, 2011	



Savings! Save \$5 off each Crawl when you sign up for 3 or more at the same time—
or \$225 for the entire 2011 season (gives you one free Crawl at the \$25 rate)



We will participate in the Second Saturdays Art Crawls we've checked above.

_____ We will provide our own artist (*please supply us asap with your artist's name and/or type of art you will be showing for map purposes, and ensure that they sign up for the Crawl as well*).
Our artist will be: _____
And will show (type of art) _____

_____ We would prefer that RFA connect us with an appropriate artist. *You must give us enough time to locate an appropriate artist.* The type of art we would prefer is (*i.e., paintings, photography, sculpture, contemporary, abstract, realism*) : _____

_____ We wish to be listed in the map as serving refreshments (not necessary but can be a draw)

_____ We wish to be listed in the map as providing winetasting (*not necessary—and remember, you need to comply with ABC requirements and have alcohol liability insurance*).

Dated: _____ Business Signature: _____

Business Printed Name: _____

Single Crawl: \$30; 3 or more Crawls: \$25 each - or—\$225 for the entire 2011 season.
Please make your Check Payable to Ryan Fine Art.

We don't have manpower to pick up the signup forms – you need to either mail it using the attached envelope or deliver this directly to Ryan Fine Art at 171 So. J Street, Livermore, CA 94550 – ensure that it is received by 5pm 3 weeks prior to the event date.

DEADLINE: Business Applications are due 3 weeks before each event.

WE MUST LIMIT destinations, we suggest you sign up as soon as possible.

Coordinating Business Contacts: Ryan Fine Art, 171 so. J Street, Linda Ryan, 925-337-0567,
lryan@livermoreperformingarts.org; Arthur Barinque, 925-301-0731 or heinzabari@yahoo.com