



Agreement Form 2012

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sequimartwalk.com

First Friday Art Walk Sequim is a fun and free self-guided tour of local art venues in Sequim on the First Friday of every month from 5 – 8 p.m. Our mission is to create approachable and accessible art and cultural venues that encourage the community to connect and celebrate expression and diversity.

First Friday Art Walk Sequim is produced and sponsored by unique as you owned by Renne Emiko Brock-Richmond, local artist, Arts advocate, instructor, creative coach, and entrepreneur.

Participating venues are required to exhibit original local artwork or showcase local artists including visual, musical, performance, literary, culinary, and decorative talents. Active association with the First Friday Art Walk Sequim is **free** for businesses, organizations, and artists of all media with no cost to participate. Several venues will provide special events that Friday evening with opportunities for the public to interact with the Arts. All ages are welcome to join us in an evening of art and community unity. Monthly maps for the self-guided tour are available online at sequimartwalk.com.

These are the encouraged guidelines to maximize the benefits of Free Marketing and Inclusive Participation on First Friday Art Walk Sequim provided by unique as you (Renne's business). These guidelines are suggestions not firm requirements. Each venue has the right to adapt how they participate based on their abilities and needs, like slightly different hours, please communicate these differences to Renne.

Venue Participation Guidelines for First Friday Art Walk Sequim:

1. Exhibit original local artwork OR showcase local artists including visual, musical, performance, literary, culinary, and decorative talents.
2. Open the first Friday of each month 5 to 8 p.m.
3. Provide Renne Press Release information 3 to 2 weeks prior to the First Friday for inclusion. This info can come from the venue or the exhibiting or

performing artists, please include all the artists to spotlight and special activities. Please email these details of Who, What, When, Where, and Why. Attach 1 to 3 images of the artists' work or an action shot of them in the studio or performing. Include artists' website addresses and contact info.

The free marketing includes: Press Releases to local and Northwest media outlets, including newspapers, magazines, radio, television, online event guides, etc. Monthly updates on the First Friday Art Walk Sequim Website and First Friday Art Walk Sequim Facebook Page. Listing on the official Map online and printed. First Friday Art Walk Sequim promotion is listed in WA, Olympic Peninsula, and Sequim visitor guides, arts guides, local chambers of commerce, and promoted at the Sequim Visitors Center.

4. Print your own maps. Supply them for visitors.

5. Post First Friday poster in venue prior to event.

6. To create inclusion between venues, artists, and audience, participate in the monthly color theme and incentive activity, like festival openings, is greatly encouraged. January is silver, February is red, March is green, April is pink, May is aqua, June is white, July is purple, August is yellow, September is blue, October is orange, November is brown, and December is gold.

7. Promote the social significance of supporting local artists.

8. Actively be part of social media efforts by tagging and posting notices on facebook.com/sequimartwalk

9. Directly communicate with Renne about marketing of the Art Walk, need for artists or arts contracts, venue closure, and any event issues.

Venue Name: _____

Venue Owner: _____

Venue Address: _____

Venue Phone: _____

Venue Website: _____

Venue Contact Email: _____

Open Year-round _____ or May to Dec _____

Please return this form to Renne to be placed on the Art Walk map.

This agreement form is available online. Thank you very much!