

Prairie Art Alliance
420 South 6th Street
Springfield, IL 62701
544-2787

FEATURED ARTIST EXHIBIT GUIDELINES

Artwork That May Be Included

In addition to including new artwork, featured artists may consider the exhibition a retrospective, i.e. you may include older work, art owned by friends and associates, and/or art that is not for sale. However, because the Prairie Art Alliance relies on the sale of artwork to help with gallery operations, including gallery docent salaries, we ask that **no more than 1/3 of your artwork** is listed as not-for-sale.

Exhibit Expenses

Artists are not expected to pay the exhibit costs. However, it has been customary for each featured artist to make a contribution towards the artists' reception for such items as music, staffing, catering, etc. Thus, if each featured artist contributes it helps with the overall expense. There is no set financial contribution required for each featured artist.

Exhibit Sponsorship

We ask that artists assist in finding exhibit sponsors for their show. The Prairie Art Alliance needs to obtain at least \$2,000 per exhibit and costs are continually increasing. Generally we look for one to three sponsors, depending on contribution levels. You may provide the names of possible sponsors to the director, and she will contact them if you don't feel comfortable asking for support. However, the key to successful fundraising is a personal relationship with the prospective donor. Most of our exhibit sponsors provide funding because they know the artist. Your personal involvement in the fundraising process would be of significant help to Prairie Art Alliance. Your involvement may be as simple as an introduction to a prospective donor.

When seeking a sponsor, consider businesses you patronize and people you know--an investment firm, bank, or club. Since we mail over 2000 invitations, sponsorship is a good advertising opportunity and may be tax deductible as an advertising business expense or as a charitable contribution. Sponsorship levels vary. For complete sponsorship levels and benefits please contact the Executive Director.

Exhibit Drawing

It is customary for the featured artists to contribute a piece of art for the drawing. If 2-D, it can be unframed and either an original or print, but it must be matted and wrapped. This art should be brought to the gallery when the exhibit is installed.

Drop Off/Pick Up

Your Featured Artist Inventory List absolutely must be turned into the Gallery no later than one week before the drop-off/pick-up date of the exhibit.
ONLY WORK LISTED ON YOUR INVENTORY LIST

**THAT IS SUBMITTED ONE WEEK BEFORE THE DROP-OFF/PICK-UP DATE
OF THE EXHIBIT WILL BE ALLOWED IN THE EXHIBIT.**

You should bring in your work no later than the Monday morning before the exhibit opens. Your help is appreciated in hanging your exhibit, but is not required. Labels from the gallery or the artist's own labels may be used to identify and price the work. Included with the work should be a form which lists your art for inventory purposes. If the gallery is labeling the work, each individual piece must be tagged by the artist to ensure the proper labels are on each piece. Please use Prairie Art Alliance's *Artwork Identification Cards* for this purpose. Your work may be removed from the gallery after 1:00 p.m. on the last day of the show or the following Monday before noon.

Exhibition Marketing Materials

If you decide to use images of your artwork that are different from the original images provided please ensure that we receive new images at least six weeks prior to the exhibit opening. Invitations are mailed no later than two weeks before the reception and there is considerable preparation time to get to that point. 3-D artists should give serious consideration to having their work professionally photographed (why not make an arrangement with one of Prairie Art Alliance's photographers?). Digital images either on CDs or floppy disks are acceptable.

Prairie Art Alliance sends and pays for a large bulk mailing. **Addresses for your friends and relatives should be delivered to Prairie Art Alliance administrative office six weeks prior to the drop-off date for your exhibit.** Prairie Art Alliance requests that you provide this information in an Excel spread sheet with separate fields for First Name, Last Name, Address, City, State and ZIP. We understand some artists may not have access to computers or certain computer programs. If this is the case, please provide the information on a typed list. The most well attended receptions are those in which the featured artists send additional invitations.

Artists Reception

Reception times are from 5:30 to 7:30 pm. The public begins arriving well before 5:30 pm so we ask that you arrive around 5:15 pm.

I hope we have answered most questions you might have, but please feel free to contact me at any time if you need clarification or have questions. I may be reached at: 217/544-2787 or jjohnson@prairieart.org

We look forward to working with you and trust you will find this to be both a rewarding and fun experience! Many thanks for helping us to create a beautiful gallery!