



A Program of the Arts Council of Sonoma County

Dear 2012 returning ARTrails Artists:

Welcome back to ARTrails! Below are your application materials for the 27th annual ARTrails Open Studios. We look forward to an exciting year, and appreciate your continued engagement in making the arts visible, educating our community and of course starting and building art collectors. *Please review all the FYI documents carefully; you will be responsible for understanding and abiding by all current policies and procedures.*

Start with the 2012 Checklist, which lists items that need to be returned. The 2012 Checklist MUST be returned to notify the Arts Council of your participation or sabbatical.

Deadline/ Application Submission: This year all application materials, images, and fees may be submitted one of two ways. The first is via e mail/online on or before Friday March 16th. Alternatively they may be delivered in person to the Arts Council office on Friday March 16 between 4pm – 7pm or Saturday March 17th between 10am - 2pm. Applications that are not complete will not be accepted.

For those of you submitting via e mail/online, the application forms are type-able using Adobe Reader or Acrobat. You may type in your application information, save it to your computer desktop using the last name-first name format (example: smith-jill-application.pdf), attach it to your e mail and send it to: ARTrails2012@artscouncilsc.com, or print it out and hand deliver it to the Arts Council offices on the dates and times outlined above. All images are submitted online directly to Marcus Graphics via the web site listed on the application. There is also a Digital Signature option for those of you who wish to use it, otherwise simply sign the application once it's printed out.

If you are not planning on participating in ARTrails this year, please note this on the 2012 Checklist. Please be sure about your participation in ARTrails, as the Arts Council will not be able to refund fees after the March 17 deadline.

Preview Exhibit: Like 2011, the 2012 Preview Exhibit will be at an external venue. Stay tuned for dates, location, and details about the exhibit and opening reception. The Graton Gallery will be hosting a satellite exhibit for ARTrails again this year. We may have other satellite exhibits as well.

Work Teams: Artist participation is vitally important in the success of the ARTrails program. Artists are required to fulfill 10 work hours. You may either indicate your work preference or elect to pay \$200. Please review the FYI packet's Work Teams section for more info.

Thank you for participating in what promises to be another great ARTrails Open Studios! Please contact the Arts Council or e mail ARTrails@artscouncilsc.com with any questions, suggestions or recommendations you may have. We value your feedback. Thanks!! The ARTrails team

5409 Snyder Lane, Rohnert Park CA 94928 | Mail: Box 14296, Santa Rosa CA 95402
Tel: 707.579.2787 (ARTS) | Fax: 707.588.3430 | www.artrails.org
www.artscouncilsc.com | ArtsDaily: www.sonomaarts.com



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A. 2012 Checklist

- Read " 2012 ARTrails FYI packet" (11 pages)
- Submit application materials (Sections A-F):
 - A. this 2012 Checklist
 - B. 2012 Fees
 - C. 2012 Catalog Listing
 - D. 2012 Image Submissions
 - E. 2012 Work teams Sign-Up
 - F. Sign 2012 ARTrails Agreement Form (page 8) verifying that you have read and agree to the 2012 Guidelines & Policies in the FYI packet.
- Submit catalog and publicity images that comply with the file type/naming protocols as explained in the Image Format document (Section D and Page 7-8 of the 2012 FYI packet).
- Payment (Check or money order payable to Arts Council of Sonoma County, Visa, or Mastercard).
- For ARTrails catalog mailing list purposes, list how many total names you have on your mailing list: _____

You MUST return this Checklist to the Arts Council to notify us of your participation or sabbatical. Check all that apply:

Name (Please Print): _____

E mail: _____ Phone: _____

- YES - I will be participating in ARTrails 2012!
- NO - I will not be participating in ARTrails this year due to...
 - Sabbatical resulting from
 - Travel
 - Rest
 - Personal
 - Other _____
 - Program disinterest due to _____

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B. 2012 Program Fees

Name: _____

Please note that fees are non-refundable after the application deadline of Sat, March 17, 5pm.

Arts Council membership (\$40 individual)	
2012 ARTrails annual fee (\$350)	
Optional: Additional blue signs _____ at \$3/sign	
Optional: Payment in lieu of 10 work hours (\$200) <i>*Option available to returning Artists ONLY</i>	
Total Payment	

Payment Type:

- Check (payable to the Arts Council of Sonoma County)-saves 1.90% processing fee!
- Credit Card
 - Visa
 - MasterCard

Credit Card Number: _____ - _____ - _____ - _____

Exp Date: ____ / ____

Name as it appears on credit card: _____

Your Signature: _____

Billing Address: _____



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C. 2012 Catalog Listing

- Yes** - I have text changes or am returning from sabbatical.
- No** - No changes needed.

Review text from last year’s printed catalog and note edits below. If you are returning from a one year sabbatical, you will need to provide ALL of the information below (previous map locations will be used unless otherwise noted). Check the appropriate box if text is correct or write your edits legibly for necessary changes.

OK, No Changes.

Changes Needed!

- | | |
|---|---|
| <input type="checkbox"/> Name | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Category
The category which you were juried into and an optional 6-word description of medium / subject matter. Text is subject to approval. | <input type="checkbox"/> _____
_____ |
| <input type="checkbox"/> Studio Address | <input type="checkbox"/> _____
_____ |
| <input type="checkbox"/> Optional: Extra address description or crossroads. Please be concise. | <input type="checkbox"/> _____
_____ |
| <input type="checkbox"/> Phone
The phone number at which you can be reached for all general inquiries. | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Mailing Address
Only if different than your studio address. | <input type="checkbox"/> _____
_____ |
| <input type="checkbox"/> Email Address | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Website | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Wheelchair Accessible | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Map | <input type="checkbox"/> Include map if changes are needed. |

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D. 2012 Image Submissions

You must submit all images either via online at https://rmgraphics.info/page9/artrails_uploads.php **passphrase: artfile** by the deadline: **Friday, March 16, or in person with your completed application via CD on Friday March 16th between 4pm – 7pm or Saturday March 17th between 10am – 2 pm.**

***Please be advised that the layout of artist pages is such that catalog images that are square or vertically oriented will appear larger on the page than those that are horizontal in orientation.*

Please refer to the Image Format document (page 7-8 of FYI packet) for more information on image files. If submitting a CD with a printed application, please place CD in an envelope with this document.

Digital Image Files

All digital files must either be uploaded to https://rmgraphics.info/page9/artrails_uploads.php **passphrase:artfile** or be saved to a disk, enclosed with the rest of your application materials, and submitted to the Arts Council office. *Please use the highest resolution possible.*

Labeling Images

Digital image files must be labeled: last name-first name-1* (example: smith-jill-1.tif). Do not use any quotes (“), slashes (/), or periods (.) other than the separation between filename & the filename extension. Dashes (-) are acceptable as are underscores (_). You may submit two Catalog Interior images if you would like Marcus Graphics to determine the best image to use for you. If you would like Marcus Graphics to determine your catalog image, label your images as follows:

- last name-first name-1a (example: smith-jill-1a.tif)
- last name-first name-1b (example: smith-jill-1b.tif)

*Do not use CAPITAL letters in file names, as they have to be removed one at a time when the files go to the webmaster.

Check the appropriate boxes:

Catalog Interior Image

The Catalog Interior Image accompanies your text and identifies you with your artwork for visitors viewing the ARTrails 2012 catalog. It is also utilized to represent your work as a 2012 participating ARTrails artist online and in the 2013 ARTrails Calendar.

Catalog Interior Image submitted via (check the appropriate box):

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- Online upload to https://rmgraphics.info/page9/artrails_uploads.php
- CD included with this application

Catalog Cover Image enclosed

All inside images labeled with 1 will be automatically considered for the catalog cover. If you have an alternate image that you would prefer to be considered, please submit this image labeled with a number 2 (smith-jill-2.tif). Number 2 will indicate that this image is for catalog cover consideration only. One image per artist will be considered for cover.

Catalog Cover Image submitted via (check the appropriate box):

- Online upload to https://rmgraphics.info/page9/artrails_uploads.php
- CD included with this application

Publicity Image

High-resolution digital images of artists at work will be accepted for publicity efforts which may include online and print media. Label your image as follows: Last name-first name-publicity (example: smith-jill-publicity.tif).

Map

If you need to update your studio location on the map, please label your image as follows: Last name-first name-map (example: smith-jill-map.tif)

E. 2012 Work Teams Sign-Up - Please Print Clearly

Name: _____ City: _____

Email Address: _____ Phone: _____

Last Year's work group: _____

As a member of ARTrails you agree to work a minimum of 10 volunteer hours to help facilitate the success and cost effectiveness of the program for all participants. Please choose three work groups that you would prefer and prioritize those choices from 1-3 in the first column. When possible we will schedule you with one of your preferred work groups.

___ **Advertising**

Note your availability:

___ Spring ___ Summer ___ Fall

___ **Catalog Distribution** (September / October)

List areas to which you can deliver:

1. _____
2. _____
3. _____
4. _____

___ **Catalog Proofing** (June/July)

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___ Education (Spring / Summer / Fall)

___ Education and Outreach-Farmers Markets (Month of September)

___ FaceBook/Social Networking (year-round)

___ General Meeting/Annual Potluck (December 4)

___ Jury (April)

Note your interest:

- ___ Assistant ___ Installation
- ___ Check-In ___ Juror
- ___ Check-Out ___ Gallery Prep

___ Map (May)

___ Marketing / Publicity

Note your interest:

- ___ Chair (Spring / Summer / Fall)
- ___ Committee (Spring / Summer / Fall)

___ Meeting Minutes (3rd Thursday of every month)

___ Mentoring (Monday, April 16 - Friday, May 4 and as needed)

___ Office

Note your availability: ___ Spring ___ Summer ___ Fall ___ Winter

___ Orientation (April)

___ Other

List responsibilities in which you'd like to be involved:

1. _____
2. _____
3. _____

___ Phone / Email Tree (Spring / Summer / Fall)

___ Preview Exhibit

Note your interest:

- ___ Check-In ___ Gallery Prep
- ___ Check-Out ___ Opening Reception/ Celebration
- ___ Installation ___ Preview Exhibit Gallery Greeter
- ___ Lighting Design ___ Graton Gallery Greeter

___ Signs

Note your interest:

- ___ Blue (September / October)
- ___ White (September / October)

___ Speakers Bureau

Note your interest:

- ___ Chair (September / October)
- ___ Committee (September / October)

___ Window Displays (September / October)



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Check all that apply:

- Experience using Microsoft Word and/or Microsoft Excel
- Own truck or van and willing to assist with occasional transporting assistance

If you are limited to certain days of the week that you can work, please circle those days that you are available. Also indicate calendar dates that you will not be available to work, such as out of town shows or vacations.

I can work: MON TUES WED THU FRI SAT

Not Available _____

___ OR Pay \$200 lieu of 10 work hours

F. 2012 ARTrails Returning Artist Agreement Form

This completed form must be signed and returned via e mail or in person by the application deadline.

Policies and Procedures Agreement

I have read and agree to the ARTrails Mission Statement, Governance and Reproduction Policy. I have read and agree to abide by the 2012 ARTrails Guidelines and Policies. I understand that my signature holds me responsible to abide by these guidelines, and failure to meet requirements will jeopardize my continued participation in ARTrails.

Name (Please Print): _____

Signature: _____ Date: _____

Hold Harmless Agreement

I hereby agree to indemnify and hold the Arts Council of Sonoma County, its Board of Directors, staff, representatives, affiliates and the ARTrails Committee harmless against any claim, demands, damages, fees, costs, and actions of any kind asserted by or on behalf of any third persons(s) arising from my participation in the ARTrails 2012 Open Studios.

Name (Please Print): _____

Signature: _____ Date: _____

Thank you for your participation in the 2012 ARTrails Open Studios program!