



ARTIST'S AGREEMENT Ilkley Art Trail 2019

Submission closing date: 13 January 2019
Outcome announced: End February 2019
Venues finalised: Mid May 2019

TRAIL DATES

Set up date	Thursday 27 th June	details to follow
Launch Event	Thursday 27 th June	6.30pm at the Manor House
Dates of Trail	Friday 28 th June	10am – 5pm
	Saturday 29 th June	10am – 5pm
	Sunday 30 th June	10am – 5pm
Clear up date	Evening 30 th June and in some instances am Monday 1 st July by prior arrangement	

Arrangements for artists to see one another's work

We are going to repeat the change we made in 2017 to allow artists to see one another's work. Venues will be open from 10am – 11am each day for artists only to go and see the venues. The venues will then be opened from 11am for the general public. When we know the venues we will put out a suggested schedule for how this will work but you can also make your own arrangements between artists too.

Artist Agreement

The Artist's Agreement explains the work the Trail team will do for you and what you will be required to do to ensure the Trail runs smoothly and for you get the best exposure for your work.

Participating Artists' responsibilities:

1 Registration and commission fees

1.1 There is a **registration fee of £95** that is payable per artist once you have been accepted on to the Trail. However this fee is **discounted by £20** if you offer your home/studio as a venue and **a further £25** if this venue is shared with other artists. If you don't have your own venue but share another artist's venue you will receive a discount of **£25** on the registration fee.

Venue type	Registration fee	Discount
Using a serviced venue from Ilkley Art	£95	None
Using your own venue but not sharing with any other artists	£75	£20 discount
Using your own venue and offering to share with other artists	£50	£20 + £25 discount
An artist who is sharing another artist's venue	£70	£25 discount

1.2 This fee will be invoiced at the point you receive your acceptance letter. You will only be formally part of the Trail on receipt of this payment. Once this payment is received it is only refundable prior to the programme going to press and at the discretion of the Trustees.

1.3 If you are a professional Gallery showing multiple artists work the registration fee is £85.

1.4 Commission will remain at **20%** on all sales. *(If you are a Gallery showing multiple artists' work there will be a 20% commission on your own work but no commission will be due to the Trail from work of those other artists not featured in the programme).* Ilkley Arts monitor sales and purchase information from buyers via feedback gathered during and after the Trail dates. If work is commissioned during the Trail but payment is made after the Trail finished the 20% commission will be payable.

1.5 We will be offering 2 places in the 'up and coming artist' category. These are artists who have not exhibited their work for sale before and if you are selected for one of these places the registration fee will be waived but commission is still payable on all work sold.

1.6 We expect all artists to behave honourably with regard to declaring sales and whilst we very much value the honesty and teamwork of artists who work with us in this way, we have a zero tolerance policy regarding those who are found not to operate in a trustworthy manner. Anyone found not declaring relevant sales will not be permitted to submit to Ilkley Arts in future years.

2 Venues

2.1 Artists are responsible for securing their own venues in the town but Ilkley Arts will work hard to support artists to find a venue. Once a venue has been allocated to an artist if they wish to change a venue the artist needs to negotiate that with another artist on the Trail. If this isn't possible you will need to use the venue previously allocated or lose your registration fee.

2.2 Artists who are exhibiting in a venue that is not their studio or home will be expected to liaise with their venue host regarding all matters related to their exhibition.

2.3 Artists will need to use Ilkley Arts' templates for signage or bunting provided.

2.4 Artists will be required to ensure venues are 'Trail ready'. An explanation of what this entails will be in your Artists' Pack that you will receive nearer the Trail dates.

3 Manning venues and exhibiting work

3.1 Artists are required to ensure their venue stays open for the hours printed in the programme and that their exhibit is manned throughout the hours that the venue is open either by themselves or by someone they have arranged. In a multi-artist venue it is not fair to assume someone else will look after an artist's exhibit without prior agreement and reciprocal arrangements.

3.2 In the event of an emergency and the venue cannot be manned then the artist must call Ilkley Arts to arrange volunteer cover if it is available. If cover is not available, the artist must leave clear messages

at the venue for visitors explaining why the venue is closed including an estimated time of re-opening. Ilkley Arts will ensure that they provide as much publicity as possible via social media.

3.3 Artists need to make sure they have sufficient work to last throughout the Trail and make trips to your venue worthwhile. Returning artists need to have at least 50% new work to exhibit during the Trail.

3.4 If you are selling giclée prints of your work you need to ensure the public understand the difference from this type of print and a numbered original print.

4 Programme

4.1 Artists will need to provide submission and programme information. Artists need to ensure that their submission information is complete and in the required format. You will be asked to sign off your entry and choose the image that you would like to appear in the programme. Failure to do this may result in your entry not appearing in the programme.

4.2 Artists will need to provide 10 digital images of their work and it is the artist's responsibility to present these images in the format required. They need to be in a Jpeg format and the file name must include the name of the work. You will be advised how to provide these as part of the submission process.

4.3 If artists need to resize their images to meet requirements a useful and easy website to use is www.webresizer.com

4.4 Artists need to ensure that any images they submit are as professional as possible as the images are what many visitors use to determine which artists to visit. If you are in doubt about securing the right quality of image please consider using a professional photographer. Both Anna Nolan - <https://www.facebook.com/annanolanphotography/> and Rich Bunce - <http://www.richbunce.com/photography/> have been used in the past by our artists to provide this service.

4.5 Any information from your artist's submission can be used by Ilkley Arts for marketing the Trail and for other marketing purposes throughout the year and Ilkley Arts retain full editorial control over artists' images and text used in any publication including the programme, website, other publicity materials and social media.

5 Communication and marketing

5.1 We use email and Mailchimp as the main means of communication throughout the Trail. You will need to ensure that you can receive, open and respond to email and other on-line requests. If you foresee this being a problem please let the Ilkley Arts team know as soon as possible.

5.2 We expect artists to promote the Trail dates and each other's venues via your own contacts and mailing lists, on Facebook, LinkedIn, Twitter, Instagram and your own websites.

5.3 Active use of social media throughout the Trail as well as before and after is encouraged. We expect artists to assist with all social media marketing by systematically 'sharing', 'liking' and 're-tweeting' whenever you receive relevant news from Ilkley Arts.

5.4 Artists are encouraged have an up to date website available for the Trail and to have other social media platforms.

5.5 Artists need to put a link on their website to www.ilkleyarts.org and encourage your own contacts to sign up for the IA newsletter.

5.6 Artists give permission to sharing their contact details with the other artists involved in the Trail.

5.7 Artists may need to accept a small quantity of high quality Ilkley Arts merchandising for sale in venues

6 Data collection

6.1 Artists are required to record daily footfall numbers at your venue during the Trail and encourage visitors to leave their contact details. This information is crucial for the future marketing of your own work as well as for Ilkley Arts.

6.2 We are planning to produce an on-line questionnaire this year so can you point your visitors to this questionnaire as this data is vital.

6.3 Artist's daily sales records must be kept throughout the Trail using the template supplied and this sheet to be delivered by hand or emailed to Ilkley Arts Treasurer within 2 weeks of the end of the Trail. Full details of how this is done will be in the Artists' Pack that you will receive once your application is accepted.

6.4 Artists need to process their own sales income (cash, cheque or other transfers). Please try to have all monies cleared within the week following the Trail. Commission to the Trail from sales made during Trail dates must be paid within 30 days after the last day of the Trail. Access to the internet is available in a number of venues but not all. Artists will need to confirm these arrangements once their venues are confirmed.

Ilkley Arts' responsibilities:

7 Ensure that each participating artist has an entry in the Trail programme including a short description of their work, their venue address, a digital image and an indicator on the programme map.

8 Supply an Artist's Pack containing guidance from getting the venue ready for the Trail, guidance for maximising potential sales, template publicity material for venues and documents for recording sales, footfall and collecting feedback.

9 All further marketing activities are additional and will only be offered if our voluntary resources allow.

10 Where an artist does not have access to a venue the Trail team will work hard to find a venue to exhibit the artist's work.

11 Where resources allow IA will keep twitter, Facebook, twitter and Instagram updated throughout the Trail as these are great ways for our team, artists and our growing audience to keep in touch with our news.

12 IA will keep the website www.ilkleyarts.org up to date and eye catching and with information about artists and links to artist's own website.

13 IA will issue press releases during the run up to, during and after the Trail.

14 IA will organise events for artists to ensure that they have sufficient information about participating in the Trail and to provide opportunities for feedback after the Trail. In the past these were attended by a majority of participating artists who indicated it was a great networking experience and the pre Trail briefing is a crucial session for getting all the information they need for the Trail.

Updated 20.10.18