



## **2017 ArtHop™ Guidelines**

1. Annual ArtHop™ membership fee is \$150; mail agreement and check to FAC. If you would like to pay on-line, please contact Julian to be invoiced through PayPal (additional charges may apply).
2. ArtHop™ participation requires a location to exhibit artwork. FAC will assist you in contacting artists, or use our website: [www.fresnoarts.net](http://www.fresnoarts.net) social network as well as: [www.fresnoartscouncil.org](http://www.fresnoartscouncil.org) call to artists.
3. ArtHop™ is free to the public; there is no fee to artists to exhibit artwork at your location. You may request a commission from their art sales during exhibition at your location.
4. Once you have booked an artist please be sure to inform artists the timeline of exhibition, i.e., one-day exhibit, a month exhibit, or more, so artist is aware of timeline. We suggest creating an agreement with your artists that state installation and take-down dates and times.
5. ArtHop™ is held on the first and third Thursday of each month from 5-8 p.m. You are welcome to open ArtHop™ earlier and/or close later. The first Thursday is held in the downtown and Tower Districts areas and the third Thursday is held in the greater metropolitan and outlying areas of Fresno County.
6. ArtHop™ venues will provide a reception during ArtHop™; music is optional, but encouraged; receptions can include hors d'oeuvres, pastries, water and/or drinks. Minors under 21 years will **NOT** be served alcohol. Venues that serve alcohol should monitor the serving area to ensure that no minors are served.
7. Venues will provide insurance for ArtHop™; artists will provide insurance for their artwork; FAC does not provide insurance for your event and is not responsible for damage or loss to art and or facilities where art is shown.
8. Artists must be present during the ArtHop™ event to greet the public and to discuss their artwork. ArtHop™ venues will be supplied with ArtHop™ brochures to be promoted in a visible location. Additional copies are available at FAC. Please contact the FAC when you have run out of brochures so we may order accordingly.
9. Venues are responsible for sending updates of their upcoming show on the Friday previous to their scheduled ArtHop day to ensure that the most current information is posted on the FAC website, eblast and Mobile Website. Send information to FAC at: [Jenny@fresnoartscouncil.org](mailto:Jenny@fresnoartscouncil.org)
10. ArtHop™ venues are encouraged to release promotional materials to the media one month in advance of event and email FAC a copy. Deliver invitations/materials to FAC for distribution to walk-ins.

If you have questions contact: [Julian@fresnoartscouncil.org](mailto:Julian@fresnoartscouncil.org), or 559.237-9734. Thank you for your participation in FAC's ever growing ArtHop™, which is turning 21 this year!



## ArtHop™ Agreement 2017

EXACT name of ArtHop™ venue to be used in brochure:

“ \_\_\_\_\_ ”

Please check one:  Studio/Gallery  Museum  Retail  Public Space

ArtHop™ venue physical address: \_\_\_\_\_

Mailing address (if different from above): \_\_\_\_\_

Phone number to be listed on ArtHop™ brochure: (    ) \_\_\_\_\_ - \_\_\_\_\_

Business hours: \_\_\_\_\_

E-mail: \_\_\_\_\_ @ \_\_\_\_\_

Website: http://\_\_\_\_\_

Contact Person:

Name: \_\_\_\_\_ Number: \_\_\_\_\_ Email: \_\_\_\_\_

ArtHop™ venue location:  Downtown  Tower  Metro

I will be open free for ArtHop™

I have paid the annual ArtHop™ membership fee \$150.00 for 2017

I will submit monthly updates to the FAC a week in advance

I agree to abide by the ArtHop™ guidelines set forth by the Fresno Arts Council which can be found at <http://www.fresnoartscouncil.org/arthop/join>.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

\*Upon submitting agreement please email your venues logo and regular business hours to [Julian@fresnoartscouncil.org](mailto:Julian@fresnoartscouncil.org)