



The Arthur Whitty Gallery

Art Show Timeline, weeks from opening

ASAP

1. Determine responsibilities and cost sharing
 2. Sign agreement with artist or organization
 3. General guidelines curate exhibit
-

12-16 weeks

Call for Art

8 weeks

1. Collect marketing materials.
 - a. Artist client email/contact list
 - b. Artist Press release Questionnaire.
 - c. Artist's Digital foot print
 - d. List of target publications & websites for:
 - i. news releases
 - ii paid advertising
 2. Collect digital images of works to be included in show, with permission of artist to allow publication.
-

6 Weeks

1. Design Postcard, Posters and print ads.
 2. Submit print ads
 3. Write press releases.
 4. Initial reception planning; Catering, Shopping, Decor & Music.
-

4 Weeks

1. Print postcards and posters.
 2. Submit press releases
 3. Teasers in Social Media outlets of Artists & Wild Salamander
-

3 Weeks

1. Make card holders for guerrilla marketing campaign.
 2. Post in house marketing
 3. Finalize opening reception, Catering, Shopping, Decor & Music
-

2 Weeks

1. Intake art for show
 2. Create Label Database
 2. Guerrilla Marketing campaign. Post materials at all local venues.
 3. Expand Social Media outlet presence push on face book, face books ads.
-

1 Week

1. Hang show
 2. Label Show
 3. Revisit Guerilla Marketing sites.
 4. Final Social Media outlets push.
-

Opening Event

Set up refreshments and clean. Enjoy the Fruits of your Labors.



The Arthur Whitty Gallery

Organization/ Artist Agreement

This agreement between _____ (Artist) And Wild Salamander, pertains to the display and consignment of the Artist work in the Whitty Gallery at Wild Salamander creative art center. The Artists work will be shown from _____ until _____. The show will be tilted _____.

Wild Salamander agrees to display the work of the artist for public viewing during Wild Salamander normal business hours as listed on <http://www.wildsalamander.com>.

Wild Salamander agrees to sell the works of art in the show at the price determined by the artist. Wild Salamander will take a 35% commission on all sales. The Artist will be paid their portion of all sales within 2 weeks of the end of the show.

Wild Salamander agrees to hold an Opening Reception on _____.

The Artist agrees to abide by the attached schedule to the best of their ability. The number of people who attend the show will be directly proportional to the amount of time and effort spent in promoting the show.

Wild Salamander agrees to promote the show on all its digital media and outlets according to the Art show timeline attached.

Cost, materials and labor incurred from the show will be provided according to the following schedule.

Item	#	Cost	Provided by	Notes
Show Poster / Postcard Design				
Show Postcards				
Show Posters				
Print Ads				
Digital Maketing Ads				
Postcard Mailings				
Digital Mailings (Constant Contact etc)				
Reception Food				
Reception Wine				
Reception music				



The Arthur Whitty Gallery

Art Show Information.

Facilities

Entry Lobby

Reception area, sign in book and coat rack. Sales & Wrapping Desk
No art display space.

Galleries

Whitty Gallery	15' x 20' approx 340 sq ft of wall space
Whitty Room	15' x 30' approx 370 sq ft of wall space

Kitchenette

Fridge
Microwave
Serving platters and wine glasses available

General sponsorship Costs estimates

Advertising & Marketing

Postcards, color 1 side B&W back.	200	\$80.00
Posters 11 x 17 color	10	\$30.00
Print Ads	1 publication	\$250.00

Reception

Snacks	50-70	\$250.00
Wine	50-70	\$50.00
Live Music		\$300.00