

Gateway Gallery

21 North Bemiston

Clayton, MO 63105

www.gatewaygalleryonline.com

Sheldon Johnson: Featured Artists Coordinator
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APPLICATION FOR FEATURED ARTIST

Name:(Print) _____

Address _____

Phone _____ Cell Phone _____

E-Mail _____ Website _____

Medium _____ Price Range _____

Brief History or attach Resume

Review Process:

Applications are reviewed at our monthly meetings.
Provide at least 6 photos or a website of your work.
Provide this completed application form.
Applicants will be notified by phone or email.

Display Space (Check Choice):

- Space #1: 10.5 feet, front-facing wall (prime visibility) = \$350.
 - Space #2: 11 linear feet, side wall and wrap around = \$295
 - Space #3: 24' linear, private room = \$295
 - Space #3: half room option = \$175
- All dimensions are approximate

Fees:

Fees are for a 6-8 week hanging period defined by gallery
20% commission on sales (prior to sales tax)

Extreme care will be taken but Gateway Gallery is not responsible for damage or loss of artwork.

Gateway Gallery supports local artists by providing a venue and point of contact before, during and after a Guest Artist has displayed in the gallery. We maintain a file with the images and contact information you provide on this application for future reference to your and our clients.

I agree to pay a 20% commission to the Gateway Gallery on all sales made in the gallery as well as all sales and commissions made where the initial point of contact with the purchaser was made through Gateway Gallery, even if the sale is made somewhere else, for up to one year after the end of my Guest Artists session in Gateway Gallery.

Signature _____ Date _____

What is the fee to be a Featured Artist?

Depending upon space chosen. \$100 due upon approval to reserve space. Balance due at hanging. 20% commission on sales (sales tax not included in commission)

Featured artists are responsible for paying the sales tax of 8.175% to the State of Missouri for all sales

How long is a Featured Artist session?

Generally 6 weeks, sometimes a week longer or shorter due to the season and holidays.

The fee is the same for all sessions (except during the Art Fair when special rates apply and the spaces are available by invitation only)

Does the Gateway Gallery provide insurance for damage, loss or theft?

No.

Gateway Gallery will take extreme care that nothing happens to your work while it is on display in the gallery but is not responsible for damage or loss of artwork.

How does one become a Featured Artist?

Complete and submit Featured Artist Application
There is no charge to submit an application
Submit a portfolio of images that closely represent the style and quality of work you intend to show
The images may be presented in two ways:

1. As color hard copies (photos, ink jet prints, cds)
2. By providing a link to your web site

Please do not submit actual artwork
Images you submit will be held for reference for future clients that may wish to see samples of your work

Portfolios will be reviewed for acceptance by the partners of Gateway Gallery within 30 days after it is received.

If accepted, artist will be contacted by a representative of the gallery to schedule Featured Artist exhibit.

Responsibilities of Featured Artists

Hang and retrieve your own artwork as scheduled

Provide printed artwork titles & prices on labels, price lists, digital images for web site and email marketing programs

Ensure that all artwork displayed is of professional quality and finish

Bring finger food to the reception

Be present at the reception

Pay 20% commission on all sales

Pay State of Missouri sales tax of 8.175% on all sales

Determine what types of payments for artwork are acceptable. The Gallery itself does not accept credit card purchases for Guest Artists. However, if Guest Artists have already established merchant accounts to accept credit cards, they may accept those purchases and process those charges themselves.

Complete the Gateway Gallery Sales Information sheet that describes the sales rules that all gallery partners will follow when executing sales of the Guest Artists work.

Benefits to Featured Artists:

Exposure in a successful co-operative gallery in downtown Clayton with proximity to approximately 65 restaurants, nearby hotels & numerous high-rise residential/office properties.

The Gallery will hold one Reception during the Guest Artist session

Email marketing and postcard mailings are sent prior to the reception.

The featured artists' name will appear in the email and postcard if they have confirmed a session far enough in advance (postcards are sent to the printer approximately 4 weeks prior to a reception).

Featured Artist receives a web page on Gateway Gallery website with a link to artist's site.

Featured Artists receive Gallery postcards to use for marketing to their clientele, friends and family.

The Gallery artists provide snacks and wine at all receptions for the patrons. Featured Artists may also bring some light snacks if they like.

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