



2025 CHARAC ART CRAWL PARTICIPANT Application

August 8th, 9th, and 10th

Friday & Saturday 10am-5pm, Sunday 11am-3pm

APPLICATION AND FEES ARE DUE MARCH 1, 2025: \$145 for current CHARAC members; \$175 for inactive members (includes \$30 membership fee), \$25 for High School Students. *The Application is now available to complete online!!* When using the online application, you also have the option to pay online or via check.

ALL NEW SITES AND NEW ARTISTS:

New Sites and new Artists must be approved before application and fees are submitted. To start the approval process, please email your information to: cablehaywardarts1996@gmail.com or call CHARAC at 715-598-4913. New sites and artists are approved by review of artist's website, social media, and/or of images submitted via email.

We use the following criteria to select new artists and sites:

- Quality of artwork and whether it maintains a balance and variety of mediums represented on the tour.
- Site appeal, business hours, neatness, safety, accessibility, and weather protection.
- Proximity to existing CHARAC Art Crawl sites.

PARTICIPANT RESPONSIBILITIES:

1) Read and understand Participant and Site Responsibilities.

2) Submit your application, photos, and payment by March 1st.

- *New this year is the ability to complete and submit the application as well as payment online!*
- **Required photos for printed promo & website:** Please email them to cablehaywardarts1996@gmail.com. We ask for *at least* three photos of your work. These photos need to be of professional quality, at least 500 kb with simple backgrounds. Your image may be cropped to fit in the printed promo. The simpler and cleaner your images, the better it will look in the brochure, on the website and in social media campaigns.
- **Additional photos for website and social media:** Submit a few casual shots – of your studio, happy customers, works in progress, anything that can help create a buzz.

4) Brochure distribution and social media promotion You will be notified when brochures and posters are available for pick up. We ask that you plan to distribute at least 200 brochures. *It's a big deal, it's your tour, so promote, promote!*

5) All participating artists are required to be on site during the advertised hours of the event, rain, or shine

HOST SITE RESPONSIBILITIES:

- **Signage:** You will be emailed in advance about the number of signs needed - consider which places within a five-mile radius will benefit from a roadside directional sign. The Art Crawl committee will then work to confirm the optimal sign placements for the entire route.
 - Each site receives one "Site Sign" with the site number on it, to place at your entrance, plus directional road signs as needed. These are corrugated plastic signs on wire mounts which get pushed into the ground.
 - ***Please do not make your own signs or alter or damage the signs.*** They are expensive and we re-use them! Ribbons or balloons at your site entrance are wonderful as long as they are not permanently attached to the Art Crawl signs.
 - **Sign Pick Up Before Tour:** You will be emailed when and where to pick up your site's signs. It is your responsibility to put up your signs by 9 a.m. the morning of day one.
 - **After the tour:** Take down signs at the end of the tour and return them to your pickup location in the black bag by Friday, August 16th.
- **Snacks and beverages:** Snacks and beverages are at your discretion and at your own expense.
- **Toilets:** You are not obligated to allow customers into the private spaces of your property. That is your choice. You are welcome to rent portable toilets, but at your own expense.
- **Coverage:** You are expected to be open during all advertised hours of the event, rain or shine, with at least one person present at all times to greet visitors and handle sales. We highly recommend solo artists have assistants scheduled so you will be free to talk with customers.
- **Pets:** All pets should be confined or leashed. Remember not all customers are comfortable around pets.