

This outline is provided to show an example of a conversation between businesses and artists. Each artist and business work independently, **the use of this form is completely optional.**

BUSINESS & ARTIST WORKSHEET



SALES

Option 1: Business Consignment, the business sells your work through their business license and takes a percentage of sales.

- How much commission does the business charge?
- When will they give the artist the funds collected from sales?
- Will that be cash or check?

Option 2: Artist Sales, the artist will process sales through their own electronic device/cash and is responsible for reporting their sales under their business license.

SOCIAL MEDIA

SOCIAL MEDIA PROMOTION IS ESSENTIAL FOR A SUCCESSFUL SHOW, MAKE SURE YOU KNOW WHO IS DOING WHAT TO PROMOTE THE EVENT.

Option 1: The business creates a facebook event, and promotes the show on Facebook and Instagram.

Option 2: The Artist creates a Facebook event, and promotes the show on Facebook and Instagram.

* Some artists/businesses also print promotional post cards for artist shows. You can also share information with client email lists and other ways – be creative!

HANGING THE SHOW

Be sure to discuss how the business would like the show hung. Some businesses prefer to hang the show themselves, other businesses have the artists hang the show.

- Will you be allowed to use nails?
- Do they expect the artist to patch the wall holes after the show?

- Who is making tags with the title and price of the artwork?
- How will those be attached to the wall/art?
- Does the business have a specific time to hang artwork?

FOOD AND REFRESHMENTS

Option 1: The business provides the snacks and refreshments for the show.

Option 2: The artist provides the snacks and refreshments for the show.

Option 3: No food or beverages.

} **OR COORDINATE TOGETHER! TEAM WORK MAKES THE DREAM WORK!**

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TIMELINE

THESE ARE QUESTIONS THE ARTIST AND BUSINESS SHOULD TALK ABOUT AND AGREE TO PRIOR TO THE SHOW.

- How far in advance should an artist book a show at your business?
- When should the artist bring their artwork to hang for the show?
- When should the facebook event be created?
- When should you start promoting your first Friday show? 3 weeks before the event!
- Does the business owner want you to be present at the show? What times would they like the artist to be there? First Friday is advertised that it is from 5pm-8pm.
- When should you take down the artwork?
- When will you be given a check for your commission sales?

OTHER RECOMMENDATIONS

- Be friendly! Welcome business guests and talk to patrons about your artwork.
- Dress nice, it is always a good idea to present yourself in a professional way when trying to sell your work.
- Tag #BremertonFirstFriday in your Instagram posts so other followers will see your show information.