



Promoting
Contemporary
Artists

Third Annual OPEN STUDIOS SAN DIEGO 2017

PARTICIPATION REGISTRATION

Call for Artists and Prospectus direct link:
http://openstudiossandiego.com/outdoors/?page_id=30

- Select which type of registration:
- \$175 Individual Artist
 - \$250 Non-Profit, Art Center, or Group of Artists in One Location *
 - \$300 Art Gallery, Museum or Art Store

** List names of all participating artists on back of this registration form*

Artist/ Contact Person Name	<input type="text"/>
Business Name, if Applicable	<input type="text"/>
Street Address	<input type="text"/>
City, State, Zip	<input type="text"/>
E-mail	<input type="text"/>
Phone Number	<input type="text"/>

- I have read the eligibility requirements and confirm my eligibility to participate
 - I have read the additional requirements and understand my participation responsibilities
-

To make payment, mail check by September 17, 2017 to The Studio Door, make payment credit card by calling The Studio Door at 619.255.4920.

FOR MORE DETAILS, visit www.OPENSTUDIOSSANDIEGO.com

THE STUDIO DOOR
3750 30TH STREET, SAN DIEGO, CA 92104-3632 • 619-255-4920 • www.OpenStudiosSanDiego.com

HOW IT WORKS: Open Studios San Diego is a self-guided artist tour of greater San Diego. The event kicks off with an opening reception at The Studio Door from 6 - 9 on October 7, 2017. Every participating artist or organization has one work on display for the month. The reception offers the public a chance to meet the participating artists, see the variety of work available and pick up the special events schedule for the following weekend. Patrons can decide which artists and galleries they wish to visit, locate them on the art map, and plan their self-guided art adventure.

The following weekend, studios and galleries will be open to the public from 10 - 5 Saturday and Sunday on October 14 and 15, 2017. In addition to showcasing your art, you may want to consider refreshments, special events, and demonstrations. Last year, artists not only made new connections and sold artworks but found new students and commissions.

COST AND SCHEDULE: Open Studios San Diego is a free event to the public. Participating artists, galleries and museums pay a fee to help cover the costs of the marketing, the reception, the exhibition, participating street signs and art maps.

Event will be marketed to our mailing list of 3,500, on social media (Facebook, Twitter and Instagram) to our 4,100 followers, paid positioning in 30 local calendars and in press releases to local media.

**ARTIST
PARTICIPATION**
participation fee
\$175

**NONPROFITS
& ART CENTERS**
participation fee
\$250

**GALLERIES
& MUSEUMS**
participation fee
\$300

BENEFITS:

- Flat rate - no commissions on studio sales
- Participation in October's companion exhibit at The Studio Door in North Park (60/40 split for gallery sales)
- Participants receive 1/4 page complimentary promotional opportunity in The Studio Door's THE MONTHLY
- Year-long on-line presence at OPENSTUDIOSSANDIEGO.com
- Artist names will be included in The Studio Door's promotions on ArtSlant and Social Media
- Inclusion in all marketing efforts for this year's Open Studios San Diego
- Exclusive workshop on how to hold a successful open studio
- Draft press announcement that you can revise and send to regional media
- Use of The Studio Door logo to promote Open Studios San Diego 2016
- Participants receive a minimum of 2 outdoor lawn signs
- Participants receive 10 free maps
- Participants may leave business cards and flyers for promotion at The Studio Door
- Automatic inclusion in November/December's Holiday Art Market (Small Works)

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