

BUSINESS REGISTRATION

Annual Downtown Williams Lake Art Walk 2019 August 16th – September 7th, 2019



Downtown Williams Lake
327 Oliver Street
Williams Lake, BC V2G 5K4
Office Phone: 250-398-5717
Office Email: info@downtownwilliamslake.com

To register, please send application to events@downtownwilliamslake.com or drop off at our office on Oliver Street.

Registration deadline: March 30th, 2019

Registration fee: \$275 due by May 30, 2019 upon notification of being accepted into Artwalk

* Late registrations/payments will not be included in the 2019 Art Walk Guide.

* Space is limited

The annual Downtown Williams Lake Art Walk is a free, 3-week self-guided tour through art displays of artist's work in local downtown businesses. From August 16th to September 7th, 2019, art-walkers join in by using the Art Walk Guide, discovering the arts and culture of the Cariboo by visiting the many businesses that host artists in various visual mediums.

BENEFITS OF BEING AN ART WALK VENUE:

1. Your business name will be posted on all Art Walk and Sale promotional materials.
2. Your business name, logo, address, and web links will be featured on the official Art Walk guide/map, distributed at many Downtown Williams Lake locations.
3. Increase daily foot traffic into your business, past years have seen up to 300 potential new customers!
4. Your business will be featured in cross promotion through the hosted artist.
5. Beautification of your space through the original artworks of your hosted artist.

BUSINESS REQUIREMENTS & SUGGESTIONS

1. Participating Art Walk businesses must be located within the Downtown Williams Lake BIA boundaries.
 2. Participating businesses will collaborate with their paired artist in hanging, displaying, and selling their work in the venue.
 - 2a. Participating businesses must clear their wall space of any other wall hangings for the duration of the Art Walk (with the exception of permanent installations, utility panels, etc.) as required.
 - 2b. Artworks from the exhibitor should arrive to the venue with proper hanging requirements such as frames and wire hangers.
3. Please remain open during your regular operation hours through August 16th – September 7th, 2019. Many new visitors may come into your business.
4. The Downtown Williams Lake BIA will be pairing businesses with fitting artists based on subject matter, volume and scale of their work.
5. Participating businesses are strongly urged to do their own cross promotion of the event through newsletters, Facebook, Instagram, email lists, and word of mouth.

Tell us about you and your business.

Business Name (as you want it written on any promo materials and media):

Contact Person(s): _____

Street Address: _____

Mailing Address (if different): _____

City: _____ Postal Code: _____

Phone: _____ Cell Phone: _____

*Email: _____

Website Address: _____

Facebook Page URL: _____

*** A VALID EMAIL ADDRESS IS REQUIRED TO PARTICIPATE IN THE ART WALK.** Please ensure you have listed an active email address to receive communications regarding the event. Updates will be sent via email to the contact person.

What are your hours of operation from August 16th, 2019- September 7th, 2019?

In the event that art sales occur during Art Walk, please check below all methods of payment you are willing to accept on behalf of the artist:

- Cash
- Cheque
- Debit
- Visa
- MasterCard
- AMEX
- E-transfer

Tell us about your interior space (Check all that apply and indicate approx. space):

Storefront window accommodation. Size: _____

Space for a table/counter display Size: _____

Space for easels. How many standing easels could you accommodate? _____

Wall space (for hanging) Space: _____

Other: _____

Anything else you'd like us to know?

TERMS AND CONDITIONS

I understand and agree to the following:

- Art displayed in my business may be removed from my venue at any time at the sole discretion of the Downtown Williams Lake BIA.
- An Artist and Venue Agreement will be completed and returned to the BIA by July 31st, 2019.
- It is my responsibility to work with my provided artist to develop ideal space, display, lighting and traffic flow- I understand it is my responsibility to coordinate the installation of their artwork on or before August 16th - September 7th 2019.
- It is my responsibility to work with the artist to coordinate all clean-up of the space once the event is finished on September 7, 2019, unless other arrangements are made in advance.
- In the event of a sale of a piece of artwork, 100% of the profits go directly to the artist.
- I agree to aid the hosted artist in any selling of their artwork.
- If an artist sells a piece, it may remain on display or be replaced until the end of Art Walk.
- I grant the Downtown Williams Lake BIA permission to take photographs of my business and grant the BIA irrevocable worldwide license to use photographs of my entry/entries on event materials and the BIA website and social media.
- The Downtown Williams Lake BIA does not cover expenses pertaining to the Art Walk displays in the business.

Signature: _____

Date: _____

For office use only:

Date application received _____ Payment received _____ Payment type _____

Venue _____ Date Secured _____