

ART AT THE MATADOR - a living gallery - May 11 & 12, 2018

Friday May 11, "Gala Reception" – 4 PM - 9 PM

Saturday May 12, "Art, Dance & Music Fest" – 11 AM - 7 PM

PROSPECTUS

Now in its eighth year, ChiVAA's "Art at the Matador" at the historic Matador Motel (9th Avenue and The Esplanade) continues to raise the profile of Chico's visual arts community. This two-day, one-stop Art Expo has three aims: to give local artists a space of their own from which to share their visions; to educate the public about the variety and value of art in Chico; and to encourage an appreciation of the Chico *vecino* neighborhood – past and present. Last year, over 2,000 people attended the event.

We at ChiVAA are garnering support from Chico businesses as well as promoting our participating artists in print, on the air, and through social media. Our goal is to attract both Chicoans and out-of-town visitors. Participating artists will have their own 'living galleries' for a weekend in which to meet the public, market their wares, and be inspired by each other.

Submission Requirements

The Art at the Matador committee will review your application, with its accompanying pictures and descriptions, to ensure that your art meets exhibition-quality standards. See checklist on p.2.

Participation Requirements. You must be present to interact with the public during event hours and may only show your own art. If you share a room or booth with other artists, each of you must submit an application (with images and descriptions) for approval.

No imports or resale items are allowed.

CA Resale License/Seller's Permit.

All participants must have a valid CA Resale License/Seller's Permit or team up with a participant who has one. If artists team up, the individual responsible for writing up sales and submitting tax reports must be identified as such by including his/her name and contact information under the CA Resale # space on EVERY application for the group.

To obtain a CA Resale # contact the California State Board of Equalization at 800.400.7115 or visit their website at www.boe.ca.gov.

The event will take place rain or shine with no refunds or alternate dates in the event of a natural disaster.

ROOM RATES: (14 total)

\$160 for ChiVAA Members or \$190 for non-members for 2 days.

Room dimensions are about 12x16 feet. Ceilings are 8 feet. Since walls are plaster, do not use nails or other potentially damaging elements on them. Call us if you have questions.

If the limited number of rooms sells out, a waiting list will be created. There are ample booth spaces in the Matador's courtyard.

EZ-UP TENT RATES (you provide your own tent)

\$120.00 for ChiVAA members or \$150 for non-Members for 2 days.

Booth spaces are 10 feet square.

PAYMENT SCHEDULE

Prospectus, general information and formal registration call goes out to artists and the general public with the publication of this prospectus. Registration begins immediately although **sign ups for Rooms will open on February 21st at 12 noon. No room assignments will be confirmed until then.**

Upon registration – 50% deposit due (no room will be saved without the deposit)

April 14, 2018 - Full payment due. Remember, first-come, first-served.

CANCELLATIONS & REFUND POLICY:

No refunds after April 14th 2018.

PAYMENT METHOD:

To reserve your space you can pay your deposit, payment in full or membership on our website, ChiVAA.org. Or, you send a check or Money Order payable to ChiVAA (with “Art at the Matador” in the memo together with your registration form & checklist items to **P.O. Box 1967, Chico, CA 95927.**

CHECKLIST:

(To be valid, your application must contain all items on this list)

- Completed & signed application form;
- 50% deposit of the total fee (April 14th final payment due);
- Four (4) photos of your work and one (1) booth or display photo. Digital images are preferred so we can use them for electronic and print publicity;
- Artist statement for publicity;

E-mail submissions must link artist's name, medium, dimensions and price to each digital image. Send your digital files to artatthematador@ChiVAA.org with (“Art at the Matador” as subject line).

If you are sending hard copies of your application and images, please mail them to:
ChiVAA at P. O. Box 1967, Chico, CA 95927

If you want your materials back, include a self-addressed, stamped envelope with sufficient return postage.

Artists who team up must submit individual applications with images and information.

MEDIA CAMPAIGN:

This includes radio, newspapers, TV & social networking. We will assume we may use your submitted images and statement for publicity, unless you indicate (when sending the images) that you don't want us to do so. We prefer high-resolution (300 dpi) images that are suitable for print.

ART AT THE MATADOR - *a living gallery*

May 11 (4-9 PM) & May 12, 2018 (11 AM-7 PM)

Registration Form

50% deposit due with registration

Artist's Name

Medium

Business Name CA Resale #

Address

Email

Tel/Cell Phone

IMAGES:

Digital images submitted via email must be in JPEG format, labeled with the artist's last name and accompanied by a list describing each image with the medium, dimension & pricing. Send digital files to: artatthematador@ChiVAA.org

Hard copy images submitted via post must be 8x10" or smaller. Each image must have the artist's name, medium, dimension & pricing on the back of each image. If you want them back, please enclose a self-addressed envelope with sufficient postage to return your images.

PLEASE CHECK ONE:

ROOM: \$160 Member _____ \$190 Non-member _____ (Sign-up starts on Wednesday, February 21st 12 noon...first come first served. An email will be sent to you to confirm room reservation.

BOOTH: \$120 Member _____ \$150 Non-Member _____

I (We) agree to hold ChiVAA (Chico Visual Arts Alliance) and its staff free and harmless from any and all liabilities that may result from the activities connected with this year's production of ChiVAA's "Art at the Matador", and to adhere to all the rules and regulations of the show. **I understand that I (or my event partner for the week-end) must have a valid California Resale License.**

Signature

Date

Send all items from the checklist along with your completed, signed application and payment to:

ChiVAA, PO Box 1967, Chico, CA 95927. Attn: Art at the Matador Committee.

Phone: 530.318-2105