

First Saturdays: Wine & the Arts



down
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paso
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STEP 1: Membership

To participate in *First Saturdays: Wine & the Arts* you must be an ARTS Obispo/San Luis Obispo County Arts Council member at the Non-Profit Organization level or the Business Basic level; please check one:

- Non Profit Organization** level membership benefits: *Basic membership, online subscription to AO News, invitations to AO events, special discounts for members only. \$50*
- Business Basic** level membership benefits: *Basic membership, online subscription to AO News, invitations to AO events, special discounts for members only. \$75*

STEP 2: AAD Registration

Please check one:

- Annual participant:**

Start date: _____ End date: _____ Amt. due: **\$135.00**

Benefits include:

- 12 months for the price of 6!
- Your listing in the Paso Robles Press ad (Friday before First Saturdays)
- Your listing as printable download on AO website linking directly to your website
- 10% off of Open Studios Art Tour catalog advertising (biz card, ¼ or ½ page ads)
- Art After Dark/First Saturdays blogging contribution privileges.

Venue name: _____ Venue Phone: _____

Venue address: _____ Contact name: _____

Phone: _____ Contact email (required): _____

For the Paso Robles Press ad; tell us about the art/artist(s) you will show in 20 words or less (if the listing is more than 20 words it may be edited down to fit into the ad space):

Service of alcoholic beverages during First Saturdays: Wine & the Arts is not required. Please see page 2.

STEP 3: Payment

TOTAL (Annual AO Membership plus *First Saturdays: Wine & the Arts* Registration Fee): \$ _____

- I've already paid Business or Non-Profit membership dues for 2012 (call 544-9251 to verify)*

Please mail this form and check payable to:

ARTS Obispo PO Box 1710 | San Luis Obispo, CA | 93406 | t: (805) 544-9251 f: (805) 544-1522

Visa or MasterCard #: _____ exp.: _____

Auth. Signature: _____



For AO Office use only:

Amount received: _____ Date received: _____ Payment type: _____

Date entered: _____ Annual renewal date: _____ Initials: _____

Please continue onto Page 2 for First Saturdays: Wine & the Arts Suggestions and Guidelines

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Suggestions & Guidelines

General Facts:

- *First Saturdays: Wine & the Arts (FS) is held the first Saturday of every month, 6 - 8 PM in the City of Paso Robles. FS is subject to cancellation any month in which the first Saturday falls on, or adjacent to, a major holiday. As our current arrangement stands with Paso Robles Press, the ad will run each month. During months when there is no FS, holiday-related activities or art exhibits will continue to be listed in the ad.*
- **FS promotes** artists, galleries, wine tasting rooms and other venues that showcase the arts.
- **Annual (\$135)** participation only is available at this time.
- All participating locations **must feature original works of art and if wine is served it must be from a local winery.** Since the event is called "First Saturdays: Wine & the Arts" we encourage each venue to have both wine and art.
- **Annual participants** who choose not to participate in FS for a particular month *will still be included* in the Paso Robles Press listing. In those circumstances, *please prepare copy for your ad so that readers know you will not be open for FS.* You may include information about your exhibit if it is up for the month, as long as your listing remains 20 words or less.
- Below is a sample listing; this is the format in which each listing will appear. Everyone's listing is in the same format, no exceptions.
Venue Name: *Venue Address 555-5555:* Nationally-exhibited Los Osos artist Nancy Kolliner shows exquisite, large-scale drawings & prints of coastal trees through July 21st. **website.org**

Timeline:

- **FIRST SATURDAY** of the month: *First Saturdays: Wine & the Arts* happens!
- **SECOND FRIDAY** of the month: You (the venue) must submit your 20-word listing for the next month's FS to programs@artsobispo.org by 4pm. If you do not meet this deadline or make other arrangements your listing will read: "Stop by and see what's new for January (current month)"
- Around the **FOURTH FRIDAY** of the month: The Paso Robles Press ad is available on line for download in PDF format. The link is:
www.artsobispo.org/images/web/1stSatWineArtsCurrent.pdf

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First Saturdays: Wine & the Arts Tips & Suggestions Check List:

- "Like" the "First Saturdays: Wine & the Arts" Facebook page and post comments about your reception there.
- Send your press release with images to programs@artsobispo.org so that it can be placed on the Art After Dark/First Saturdays blog: <http://artafterdark.wordpress.com/>.
- Invite your artist to come into your venue before 6pm to finalize last minute details.
- Forward the FS link to your email mailing list a week before FS & post it on all social media touch points.
- Provide non-alcoholic beverage(s).
- Art Galleries: Hire a winery to pour at your reception.*
- Consider music – ask the artist if they have an opinion as to what would complement their work, have the artist provide a CD or iPod playlist, hire/ask a guitarist, violinist, singer, etc.
- Know what neighboring galleries and venues are participating in AAD and send your crowd to your neighbor!

* **Service of alcoholic beverages during First Saturdays: Wine & the Arts is not required. Please be advised that the Alcoholic Beverage Control (ABC) has regulations pertaining to servicing of alcohol within the business premises. ARTS Obispo does not provide requisite permits pertaining to the servicing of alcohol to Art After Dark venues, participants, etc. It is the venue's responsibility to procure all required permits according to ABC regulations. www.abc.ca.gov.**



First Saturdays: Wine & the Arts is a program of ARTS Obispo/San Luis Obispo County Arts Council, a 501(c)(3) not-for-profit benefit advocacy organization dedicated to advancing all of the arts in San Luis Obispo County through the promotion of arts in education, public access to the arts and artist opportunities.