



Registration

Questions? Call or Email Program Director Jenna Hartzell: programs@artsobispo.org | (805) 544.9251

STEP 1: Membership

To participate in Art After Dark 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 New Times ad (Thursday before AAD)
- Your listing as printable download on AO website linking directly to your website
- 10% off of Open Studios Art Tour catalog advertising (biz card, 1/4 or 1/2 page ads)
- Listing on the free to download Art After Dark iPhone/iPad app
- Art After Dark: SLO blogging contribution privileges

- Monthly participant: \$20.00 per month Art After Dark date:** _____

Benefits for the participating month include:

- Your listing in the New Times ad (Thursday before AAD)
- Your listing as printable download on AO website linking directly to your website
- Art After Dark: SLO blogging contribution privileges

Venue name: _____ Venue Phone: _____

Venue address: _____ Contact name: _____

Phone: _____ Contact email (required): _____

For the New Times 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 Art After Dark is not required. Please see page 2.

STEP 3: Payment

TOTAL (Annual AO Membership plus AAD 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 Art After Dark Suggestions and Guidelines

ART *after* DARK

Suggestions & Guidelines for a Successful Art After Dark



General Facts:

- **Art After Dark (AAD)** is held the **first Friday** of most months from 6 - 9 PM in the City of San Luis Obispo. *AAD is subject to cancellation in December due to the holiday parade, and any other month in which the first Friday falls on, or adjacent to, a major holiday. As our current arrangement stands with New Times, the ad will run each month. During months when there is no AAD, holiday-related activities or art exhibits will continue to be listed in the ad.*
- **AAD promotes** artists, galleries and other venues that showcase the arts.
- You can sign up for AAD on an **Annual (\$135) or Monthly (\$20)** basis.
- All participating locations **must feature original works of art.**
- **Annual participants** who choose not to participate in AAD for a particular month *will still be included* in the New Times listing. In those circumstances, *please prepare copy for your ad so that readers know you will not be open for AAD.* 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 FRIDAY** of the month: AAD happens!
- **SECOND FRIDAY** of the month: You (the venue) need to submit your 20-word listing for the next month's AAD 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)*"
- **FOURTH FRIDAY** of the month (or sooner): The New Times ad is online to download as a PDF. The link is: www.artsobispo.org/images/web/AADCurrent.pdf

Art After Dark Tips & Suggestions Check List:

- "Like" the "Art After Dark: SLO" Facebook page and post comments about your reception there.
- If you have an iPhone, download the free AAD iPhone / iPad app.
- Send your press release with images to programs@artsobispo.org so that it can be placed on the Art After Dark blog: <http://artafterdark.wordpress.com/>.
- Invite your artist to come into your venue before 6pm to finalize last minute details.
- Forward the AAD link to your email mailing list a week before AAD & post it on all social media touch points.
- Hire/ask a winery to pour during your reception. **Service of alcoholic beverages during Art After Dark 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.**
- Provide non-alcoholic beverage(s).
- 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!

Art After Dark 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.