

Pennsylvania *Arts* Experience

Contributing Membership Information

The Pennsylvania *Arts* Experience is a non-profit arts organization promoting the arts along the scenic river valleys of southeastern Pennsylvania. We are committed to establishing an internationally recognized arts destination by marketing creative artists, artisans, and other venues through the Artist Trail, our website, and regional Arts Orientation Centers.

Basic Qualifications for all Artists

You must be a professional artist (actively pursuing a career as an artist and deriving a portion of your income through the sales of art work in the arts marketplace). Artists wishing to allow studio access as well as those not wanting this option will be considered. Artists not wishing to have studio access to the general public may work with the PA Arts Experience to showcase their work at other locations such as a gallery, public location, another artist studio, or an Arts Orientation Center.

Ideally, you should have a web page or web site link to include on your Bio page which follows the **Roster Page**. To clarify, the Roster Page contains an image and notes your name, media and your city of residence/studio. From the Roster page, a click will take patrons to a Bio page with a different image, if possible, and the 150 word bio. At the bottom, your web site or web link will be noted and your hours of availability (i.e. by appointment only or open retail hours).

Additional Qualifications for Artists Interested in Offering Studio Tours:

- You must actively maintain a studio with (preferably) a separate entrance to the outside.
- Be willing to allow PA Arts Experience patrons to set up appointments to visit your studio.
- Meet all local zoning and codes for maintaining a studio on their property and have liability insurance covering the property.

Contributing Membership Options with Benefits and Requirements

Artist Roster Contributing Member

- \$100 (annual) contributing membership fee with a signed one year contract.
- Provide 2 (two) images: a 150-pixel square image with your name, medium and location of studio to go on the Roster Page. A larger (preferably different) image (400 pixels wide or more) with title, date, medium and dimensions to go on the Bio Page. This can be submitted via Email or on a CD Rom.
- Receive a standard Bio Page (with image, 150 word bio and contact information provided by artist) linked from the Roster Page.
- Link on the Bio Page to your artist website or your represented gallery website.
- An opportunity to be included in art exhibitions and displays curated for the PAE.
- Continued exhibition opportunities including the Artist Trail Showcase at the John Wright Store and Restaurant in Wrightsville, the Lancaster Arts Hotel, regional Arts Orientation Centers, and other PAE exhibition venues.
- Receive the overall benefit of promotion and publicity throughout the entire Trail. This can include radio, magazine, and newspaper articles, television features, social media sites (facebook, twitter, etc.), state promotional opportunities such as visitpa.com, website links with PAE partners, and regional Arts Orientation Centers marketing and advertising venues.

Jury Requirements:

- Professional artist for at least 2 years (or BFA, MFA).
- Must have participated in at least 2 regional or national juried (or curated) exhibits, fairs, or festivals or have been juried into a regional or national arts organization.

Gallery or Agent Contributing Membership

- \$250 annual contributing membership with a signed one year contract.
- This includes a listing on the artist roster for one artist represented by the gallery (additional gallery artists may be added at \$50 each per year).
- A 150-pixel image of the Gallery for a listing on the **Gallery Roster** page with your Gallery website link.
- Listed gallery artists must meet criteria of selected level of membership (represented artists will receive all benefits of that membership level).
- Gallery to receive all correspondence from PAE informing you of news and opportunities.
- Representation in the nearest Arts Orientation Center with printed materials, postcards, etc.
- Receive the overall benefit of promotion and publicity throughout the entire Trail.

Business Contributing Membership

- \$200 annual contributing membership with signed one year contract.
- Includes listing on the Website Business Roster with 150 pixel image and business name, address, short description of your product or service, and link to your business website.
- Representation in the nearest Arts Orientation Center with printed marketing materials, business cards, postcards, etc.
- Receive the overall benefit of promotion and publicity throughout the entire Trail. This can include radio, magazine, and newspaper articles, television features, social media sites (facebook, twitter, etc.), state promotional opportunities such as visitpa.com, and website links with PAE partners, and Arts Orientation Center marketing and advertising venues.

Non-Profit Contributing Membership

- \$150 annual contributing membership with signed one year contract.
- Includes listing on Website Non-Profit Register with 150 pixel image, name, address, info, and link to your website.
- Representation in nearest Arts Orientation Center with printed material, postcards, etc.
- Receive the overall benefit of promotion and publicity through the entire Trail.

For more information regarding the Lower Susquehanna Region/Arts Orientation Ctr. contact:
Carol Foley Bolt, 717.917.1630 or Email carol@PaArtsExperience.com

For more information regarding Brandywine Valley and the Greater Philadelphia Area, contact:
Cynthia Kurtz Hinkle, 717.823.2725 or Email cindy@PaArtsExperience.com

Pennsylvania Arts Experience Office/Arts Orientation Center
114 N Prince St., Lancaster, Pa 17603 717-299-9496

www.PaArtsExperience.com

(10/28/2009)