

WINTER ART SALE



VENDOR APPLICATION INFORMATION: ONLINE WINTER ART SALE

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The Indianapolis Art Center is calling for artists and artisans for its 2020 Winter Art Sale - a total Online Takeover! Beginning **Friday, December 4 through Thursday, December 10**, the online Art Center Marketplace will feature artwork, wares, and artisanal goods from local and regional artists including some of the Art Center's very own Teaching Artists, Students, and Staff. Guests will be invited to shop online while supporting the Art Center community!

CALENDAR OF EVENTS

- **Thursday, November 19, 2020 – Applications Due**
- Friday, November 20, 2020 – Artist Notifications Sent
- Wednesday, November 25, 2020 – Online Vendor Fee Due
- Wednesday, December 2, 2020 – Work must be submitted by this date on the Marketplace for approval
- **Friday, December 4, 2020, 10 am – Thursday, December 10, 2020, 6 pm – Online Winter Art Sale**

ONLINE VENDOR FEES

- \$25 online vendor fee (Payable upon acceptance)
 - This includes a vendor shop online for the entire week duration of the sale.
- 20% commission of sales
 - This commission will be automatically taken out of all sales made during the Winter Art Sale.

HOW TO APPLY

Complete the attached application form by Thursday, November 19, 2020. Turn in completed application to Guest Services or email to: Shannon Bennett at SBennett@indplsartcenter.org with the subject line "Winter Art Sale 2020 Application". If you do not specify a website on your application please submit up to 3 example images representative of your current work. Applications will be reviewed and a response will be sent to the applicant via email on Friday, November 20, 2020.

ELIGIBILITY

- Submission is free and open to all artists over the age of 18.
- Collaborative works made between artists are eligible for inclusion.
- All artwork, wares, or artisanal goods* must be original and handmade by the artist(s).
- All mediums are eligible.
- Ability to use the vendor portal of the Art Center Marketplace to upload, manage, and take responsibility for your own artwork.
- Ability to upload quality images of artwork.
- Artist/Vendor must be able to arrange shipping and/or local pick up of artworks sold.
- There is no minimum or limit to the amount of work that can be listed.
- Applications will be juried for acceptance by Indianapolis Art Center Staff.

*Artisanal goods is defined as items that are handmade but are not traditionally viewed as "Fine Art" such as: candles, wearables, personal care goods, home goods & food products.

BENEFITS TO ARTISTS AND VENDORS

- Week-long presence on the online Art Center Marketplace.
- Promotions of the Winter Art Sale via digital advertising, social media, online calendars, eNewsletters, etc.
- Artists will be able to manage their own product listings.
- Following the Winter Art Sale, artists will be given the opportunity to have their online storefront remain online. More details will be communicated with the artists after the applications have been processed.
- Promoted to the Art Center's established email database audience of over 17,000, Facebook audience of over 22,000, Instagram audience of over 6,500, and Twitter audience of over 13,000.

ACCEPTED APPLICATIONS

If your application is accepted, you will receive a contract to fill out and return along with instructions on how to create a vendor account, set up your profile, and populate your products.

SALES

The Indianapolis Art Center will take a 20% commission of all sales. Sales made on the Art Center Marketplace during the Winter Art Sale will be handled completely by the artist/vendor. When setting up your account you will be able to set up all of your financial information so that your portion of the sales will be deposited directly into your bank account.

SHIPPING

Each artist/vendor is responsible for managing the shipping and/or local pick up of artwork. The artist/vendor must be able to communicate with the buyer and either set up their products with a shipping option built into the products, negotiate additional shipping fees after the sale has been completed, or communicate instructions for local pick up.

LIABILITY

Each artist/vendor is liable and responsible for maintaining their account and keeping their profile and products up-to-date and accurate through the duration of the sale. Failure to do so may result in the closure of their vendor account. Each artist/vendor is liable and responsible for the shipping and/or pick up of artwork.

Questions? Contact Shannon Bennett, Director of Events + Engagement, at SBennett@IndplsArtCenter.org or 317.255.2464.

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Please complete the following information to be used for the application process to take part in the online Winter Art Sale. If there are any changes to be made to this information, please let Shannon Bennett, at SBennett@IndplsArtCenter.org, know as soon as possible. Please retain a copy of this form for your own records. **Applications are due: Thursday, November 19, 2020**

Artist(s) Name: _____

Date of Application: _____

Mailing Address: _____

City/State: _____ Zip: _____

Telephone Number (with area code): Home _____ Cell _____

Email: _____

Medium: _____ Price Point: _____

Please supply a description of your work: _____

Are you an Art Center Teaching Artist? Yes No

Are you an Art Center Student? Yes No

Have you ever exhibited at the Art Center? Yes No

Do you currently sell your artwork online or have your own website? Yes No

If yes, what is your online store or website address?: _____

*** Please submit up to 3 example images representative of your current work. These can be printed and attached or emailed. ***

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