

# LIVERMORE VALLEY

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## arts

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### General Information

ArtWalk Livermore 2024

Saturday, October 12

11am - 5 pm

Early bird registration ends July 31

Final Registration deadline is August 31

LivermoreArts.org

### **Welcome to ArtWalk 2024!**

ArtWalk will again be closing First Street between No. Livermore and Maple Streets to create a lively, festive atmosphere in Downtown. Artists can set up in the Bankhead Plaza, Livermorium Park, and down the center of First Street.

**Booths:** See registration form for fees. We will provide space for 10x10 booths. Some of them will be appropriate to doubling to a 10x20, and some will be premium sites at a higher price due to their prime high-traffic location. Space is first-come first-served, so sign up early. Choose your space from maps attached. Payment of the fee will be online. Additional event and set-up information will be sent in your Welcome Letter. Artists may share booth space if they so desire at no extra charge from ArtWalk.

**Commission** from sales of the day of 20% will be due at the end of the day up to \$500 and 10% commission on sales from \$501 and up. We will provide you a receipt book to track your sales. Livermore Valley Arts is a non-profit organization and your participation supports many programs in visual arts and arts education.

**Photographs for Promotion!:** Please send photos of your work and/or displays of your work for promotional purposes for Artwalk 2024. PLEASE NAME ALL DIGITAL PHOTO FILES IN THE FOLLOWING FORMAT: Your Name\_Title of ArtWork. (Ex: JoeSmith\_RedTreesInPencil.) Forward photos to Anne Giancola, [agiancola@lvpac.org](mailto:agiancola@lvpac.org). Images should be at least 700 pixels long on their longest side and have a resolution of at least 72 pixels per inch and be in a jpeg format.

**Commission to benefit the Bothwell Arts Center and ArtWalk:** ArtWalk artists pay a 20% commission on sales up to \$500 and 10% commission on sales from \$501 and up. Participants are required to record all sales and return receipt copies and commission payment, if applicable, at the end of the event. More details will be in the Welcome Letter upon receipt of your paid registration.

**Display Panels for Hanging ArtWork:** NUMBERS ARE LIMITED; if you need panels we suggest that you sign up as early as possible.

**Postcards:** You may pick up a stack of postcards to distribute from Bothwell Arts Center, 2466 8th St, Livermore or Way Up Art & Frame at 2nd & M Streets in Livermore. The pickup date will be announced in the Welcome Letter—Generally we have them there and ready for pick up 4 weeks before the event.

**E-mails:** E-mail addresses are important to help us distribute information and keep costs low. Please check your e-mail during ArtWalk season.

**Groups & Clubs:** In the interests of simplifying the event, groups may share a booth without registering individually.

**Sales Tax, Licenses and Permits:** You can obtain a California Sales Tax License through the Board of Equalization at [http:// www.boe.ca.gov/info/reg.htm](http://www.boe.ca.gov/info/reg.htm) or obtain a temporary sales license for the date of ArtWalk and up to 30 days afterwards, when many sales may happen. The temporary license takes the least amount of time in processing. We do not collect the Sales Tax for you. Also, the City of Livermore requires that those selling goods within the city limits obtain appropriate business license permits, however, you will be exhibiting under a blanket ArtWalk business license which we acquire so you will be covered for the City requirement. If you do have your own, we suggest you still bring your copy.

**Media Releases:** If you wish to be included in press materials, please forward a sharp, clean photo of your artwork or of you working on your art (often favored by media) to [agiancola@lvpac.org](mailto:agiancola@lvpac.org). We send releases to the media, however, please note that publication is at their discretion. We often have media asking for photographs beginning as early as July. An early response is suggested. Social media can be a great and inexpensive marketing tool. Help promote ArtWalk by sharing on Facebook, Instagram and other social media that you use. **Follow us at LivermoreValleyArts, @livermorevalleyarts**

**Late Registrations:** We may have some limited space available to latecomers. It does cost us extra time during the precious last month before the event, so we have to charge extra for it.

**Nudes:** Nudes are permitted in art at ArtWalk. Pornography cannot be exhibited.

We rely on volunteers, sponsors and in-kind donations. If you or someone you know would enjoy helping with this event, please let us know. We especially need help at set up and at the end of the day. Thank you!

**ArtWalk 2024 Artist Registration Form**

Reserving Artist Information: Name \_\_\_\_\_

Booth Name for Map Listing (if Different from Artist Name): \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone(s) \_\_\_\_\_ E-mail Address (important) \_\_\_\_\_

Emergency Contact and Phone \_\_\_\_\_

**Booth Space Request. See MAPS**(10x10 space- you supply canopy, tables, chairs, display equipment). Please list your top 4 preferences, making sure to include the location and the booth number, i.e., #1 Location: Bankhead Booth No.: X. Please make sure to include the "P" if it is a premium site and remember to add in the additional fee below. For a double booth space (10x20), please list both booth numbers on the same line.

Contact us at Bothwell at 925-447-2787 or gallery@lvpac.org for help on location preferences.

**PRICING**

**ARTISTS**

\$100 booth fee 10 x 10 up until July 31, 2024  
\$130 booth fee for Premium space (marked on maps as P)  
\$115 standard booth fee Aug 1 until full

**NON-PROFIT ARTS ORGANIZATION**

\$50  
**STUDENTS**  
\$50

**NON-ARTIST COMMERCIAL VENDORS**

\$300

Rental of display panels

\$10 per panel up to a maximum of 4

#1 Location: \_\_\_\_\_ Booth No.: \_\_\_\_\_ #3 Location: \_\_\_\_\_ Booth No.: \_\_\_\_\_

#2 Location: \_\_\_\_\_ Booth No.: \_\_\_\_\_ #4 Location: \_\_\_\_\_ Booth No.: \_\_\_\_\_

**Artwork:** Primary Medium & Description of Work (this helps us with the website, media releases, posters, etc.)

\_\_\_\_\_

Display Panels: We have a limited amount of display panels, so we suggest that you reserve as early as possible. We generally cannot supply booths with more than 3 to 4 panels each. \$10 for each panel up to maximum of four. You will need to carry the panels from our drop-off point (check-in points for your location) to your booth space. We will have limited assistance available. Do you Request to Rent our Display Panels? YES  NO  \_\_\_\_\_ How many requested?

ostcards, Posters will be available. We would appreciate your help is distributing them to your networks!

Booth Listings for Website and Maps:

I will be exhibiting in my booth by myself.

Artist(s) exhibiting in my booth will be: \_\_\_\_\_

\_\_\_\_\_

**Permissions and Agreements:** I agree to pay a 20% commission Commission from sales of the day up to \$500 and 10% commission on sales \$501 and up, on all ArtWalk sales of the day from my booth to Livermore Valley Arts. I understand that artists are responsible for insuring their own works. The Bothwell Arts Center, Livermore Valley Arts, ArtWalk Livermore, its sponsors, volunteers or assigns, and participating businesses may not be held liable for damages to works or loss, damage or injuries incurred as a result of participating in ArtWalk. I am responsible for collecting and paying California Sales Tax and complying with City and State Laws regarding sales and licensing for my booth. I understand that no booth changes, artist listings or refunds due to cancellation can be made after August 31, 2024.

Dated: \_\_\_\_\_ Signed: \_\_\_\_\_

Payments:

**PAYMENT WILL BE ONLINE AT [LivermoreArts.org](http://LivermoreArts.org)**



**L I V E R M O R E V A L L E Y**  
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BOTHWELL ARTS CENTER • 2466 8th Street, Livermore, CA 94550 • 925.447.ARTS  
[LivermoreArts.org](http://LivermoreArts.org)