



ArtWalk

A downtown arts exhibit and festival that benefits the Bothwell Arts Center
Second Saturday in October, Downtown Livermore
www.ArtWalkLivermore.org



Booth Exhibitor Registration Form / Optional Art Activity

July/Aug 2010

Final Deadline to Register - August 25, 2010

Dear community business or organization,

Do you want exposure to a strong and loyal market? We invite take part in the 9th Annual ArtWalk set for October 9, 2010, from 11:00 - 5:00 p.m. in downtown Livermore. **ArtWalk traditionally brings out the crowds to enjoy a day of art, music, wine tasting, dining and shopping, with the draw of nearly 200 artists setting up exhibits inside and in front of downtown businesses. ArtWalk has grown substantially each year, and expect more than 10,000 attendees.**

In addition to the full complement of artists displaying their works in stores throughout downtown, we are opening the event up for a limited amount of businesses, community organizations and nonprofits to sign up for a booth to promote their organization's products or services. Booths typically have artists placed with them, just like the storefronts on First Street, so everyone will really be part of ArtWalk.

You may also consider hosting an arts-related activity or project at your booth to attract more attendees, engage them in what you do, and help us promote an interactive experience. Plus, as consideration for your investment in art materials, we will take \$50 off the cost of a booth. Art activities need to be approved in advance prior to submitting your application. And if you are a non-profit organization, you receive a 50% discount on booth space.

Aside from promoting your business to the thousands of people who crowd the sidewalks during ArtWalk, you can double or triple your exposure as a sponsor by getting your name out to the general public, letting everyone know that you were part of making this special day possible. Recognition opportunities include a high-traffic website, thousands of maps and postcards, posters, advertising, radio spots, etc. Please refer to the ArtWalk 2010 sponsorship packet to learn more about this tax-deductible opportunity.

This is our third year producing this signature event to benefit LVPAC's Bothwell Arts Center which supports the many artists, programs and arts groups that call it home. We are proud to be able to offer ArtWalk to the community again and hope you will join us. **Registration forms are due by August 25th — and we're offering savings of \$50 off for sponsoring an art activity or 1/2 price space for nonprofits.** We'll be happy to answer any questions you may have at (925) 447-ARTS.

Warmly,

Teri Tith & Rebecca Ferris, Arts Activity Coordinators for ArtWalk
Linda Ryan, Artist, Founder and Director of ArtWalk, and Manager of the Bothwell Arts Center

P.S. ArtWalk boundaries this year are generally First St. from "L" to "Maple", with flow down L, K, J and South Livermore to Second Street, Carnegie Gallery, and Railroad Ave. We are offering a limited amount of exhibition booth spaces for businesses who wish to host an artist but are outside of the event perimeter — please contact us for more information.



2466 8th Street, Livermore, CA 94550 • 925-447-ARTS • FAX 925-373-6097 • BothwellArtsCenter.org

a project of the Livermore Valley Performing Arts Center, a not-for-profit 501c3 organization



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Final Deadline to Register - August 15, 2010

ArtWalk 2010 Booth Registration Form

Please note, sponsorship opportunities provide maximum exposure and event support.

Exhibitor Information (this is for businesses outside the perimeter that will set up a booth and be placed with an artist) :

Exhibitor / Sponsor _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone(s) _____ E-mail Address (important) _____

Display: You will be provided with exhibit space, however, you will need to provide the "booth" items such as tables, chairs, shade such as an umbrella or pop-up tent, etc. Describe what you plan to bring to create your display. If you plan to sell items during the event, please attach copy of valid business license and provide your sales tax id number: _____

Do you have a preferred artist(s) or type of work? Please specify. _____

How many posters _____ and/or postcards _____ would you be able to use ahead of time? (please fill in quantities)

Permissions and Agreements: I agree to participate in ArtWalk Livermore and to provide my own booth on October 9, 2010. I will ensure that my booth will be completely set-up by 10:45, remain open during the ArtWalk hours of 11-5 (or later if artist display panels need to be picked up), and will coordinate set-up and take-down directly with the artist(s) who will be displaying with me at my location. I understand that my business will take no commission from artists' sales. Booths hosting an art activity will not have an artist placed directly with them as additional space would be needed for the activity.

Dated: _____ Signed: _____

Registration Deadline is August 15th

Fees and Payment: Exhibiting Vendor: \$175 (10x10) \$275 (10x20) Exhibiting Platinum or Star Sponsor: free

YES! I want to save \$50 off a booth and have more traffic and engagement at my booth by hosting an ART ACTIVITY!

YES! I am a non-profit organization and qualify for 1/2 price booth space (\$87.50 / \$137.50).

I am enclosing a check payable to LVPAC. Please charge my: AMEX MasterCard VISA Discover

Account # _____ Exp. Date _____ CVV/CVC _____

Cardholder Name _____ Signature _____

Please forward this entry form and payment to the Bothwell or by e-mail to info@artwalklivermore.org



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