

28th ANNUAL PLACER ARTS STUDIOS TOUR

NOVEMBER 12 - 14, 2021

DEADLINE MAY 15

NO LATE SUBMISSIONS



Presenting Sponsor



CALL TO GALLERIES

Please join us for the 28th Placer Artists Studios Tour! We look forward to a successful tour this year and want you to be a part of the experience. Galleries will be included in the tour again this year.

APPLICATION PROCESS: Galleries must complete the application online, due by 11:59pm on May 15, 2021. The fee for gallery participation is \$300.00. Payment may be made online or by mailing a check to Placer Artists Tour, 100 Harrison Avenue, #282, Auburn, CA 95603-0282.

GALLERY BENEFITS: Galleries will receive a multitude of benefits from being on the tour:

- Foot traffic & increased awareness: Galleries on the Studios Tour can expect many tour goers to stop at the gallery during the tour, many of who may have been unaware of the gallery.
- Social Media promotions to promote any tour-specific Exhibits and/or special offers.
- Special Featured Gallery listing on a Premium Tour Guide page.
- An image with contact information along with the artists in the printed Tour Guide
- A location on the regional and county wide maps in the printed Tour Guide and website
- A presence on the website virtual guide with a live link to your gallery website

GALLERY ELIGIBILITY

1. Application open to all Galleries located in Placer County.
2. Galleries must agree to a) Exhibit only planned gallery shows during the tour, and b) not to exhibit the work of, or host artists not officially registered on the tour either inside, or surrounding their facilities (unless part of a group exhibit), and c) not to install pop-ups in surrounding areas, or individual artist/vendor booths inside or surrounding the gallery.
3. All participants are responsible for their own insurance.
4. All entities must hold or be applying for a California Sellers Permit through the CA Dept of Tax and Fee Administration <https://www.cdtfa.ca.gov/taxes-and-fees/faqseller.htm> .

The mission of the Placer Artists Studios Tour:

- To showcase the vast array of talented visual artists throughout Placer County
 - To celebrate visual artists creating works in all mediums
- To educate the community and visitors on how artists create their works
 - To offer opportunities to purchase art