



## Guidelines

The following guidelines help ensure that each Galveston ArtWalk® is exciting, fresh and fun. We thank you for supporting the arts and Galveston's cultural community through your participation. Galveston ArtWalk® is one of the largest programs of the Galveston Arts Center (GAC), a 501 (c) 3 non-profit organization.

### REQUIREMENTS

1. Participating venue must feature a new show each ArtWalk.
2. Work to be featured must be the unique product of an artist and cannot be mass produced.
3. Arts spaces predominately devoted to items other than art are subject to review by the ArtWalk® Committee.
4. Official ArtWalk® reception hours are 6 to 9 p.m.

### CATEGORIES

ArtWalk® is divided into four categories of participants:

1. **Galleries**—defined as those who devote more than 60% of their floor and wall space to original (non-mass produced) works of art by identifiable artists on an ongoing basis and who maintain regular weekly business hours.
2. **Other Walls**—defined as those that do not meet one or more of the above criteria, i.e. artists' studios, stores whose primary business is not the exhibition original art or are not open regular business hours year-round.
3. **Happenings**—art-related events that only occur the day/evening of ArtWalk.
4. **Friends**—retailers and other organizations open during ArtWalk and who support the event.

### FEES

1. Galleries, Other Walls and Happenings: \$95.00 [includes listing the ArtWalk brochure, in print ads placed in *The Islander*, *The Parrot*, *Houston Press*, *Galveston Monthly* and *Guest Pal* magazines, and radio ads on KGBC 1540 AM. Listing will be included on GAC's website, [www.galvestonartscenter.org](http://www.galvestonartscenter.org), and participants at this level are eligible to be included in the *Galveston County Daily News* advertisement for an additional \$125.00, payable to the newspaper. A newspaper representative will contact all ArtWalk participants for inclusion.]
2. Friends: \$35.00 [includes listing in ArtWalk brochure and 10 copies of the brochure]
3. Participants at the \$95.00 level will receive 25 brochures. Additional brochures may be ordered in advance in any quantity at 15¢ per brochure.
4. **All fees must accompany application for participation. No one will be allowed to participate who is in arrears of payment for a prior ArtWalk.**
5. **Credit Cards may be provided to GAC for automatic billing.** (Galleries, Other Walls and Happenings will be billed for each event. Friends will be billed quarterly.)

### ENTRY PAPERWORK

1. Registration form and fees must be turned in by 6:15 p.m. on the published due dates. Copy is limited to artist(s) names & title(s) of exhibition(s).
2. Please be on time. Late participants might exclude themselves from inclusion in either published advertisements or printed brochures. Entries submitted after the deadline will be **charged a \$25.00 late fee.**
3. Paperwork and fees may be turned in at the Galveston Arts Center's temporary location at 2501 Market Street or sent electronically to [robin@galvestonartscenter.org](mailto:robin@galvestonartscenter.org).