



Visual Art Objectives and Guidelines, 2003

Sonoma's annual ***Salute to the Arts*** was created to showcase Sonoma's culinary, winemaking, visual, performing, and literary arts. It is the festival's purpose to promote the professional original art available in the community, encouraging art as a viable business and profession; and to assist non-profit arts organizations with promotion and fundraising.

Unlike many arts and crafts fairs, *Salute to the Arts* does not rent traditional 10' x 10' or 10' x 20' "booth" space to artists. Exhibits are individually structured by agreement between the exhibitor and the coordinator.

Exhibits must feature primarily original works. The Sonoma Valley Arts Alliance, the festival's non-profit sponsor, accepts and juries applications from Sonoma galleries; non-profit visual arts organizations; Sonoma Valley art studios; and Sonoma Valley based visual arts marketing groups that represent artists whose artwork constitutes their primary source of income.

As a result, *Salute to the Arts'* visual art exhibits have garnered a reputation for excellence. That reputation translates to art activity and art sales in Sonoma throughout the year.

In the event that a Sonoma gallery, art organization, art studio, or art marketing group has not previously been approved to exhibit at the event and wishes to participate, the business is required to submit sample slides of works or original pieces to be presented for review by the Sonoma Valley Arts Alliance visual art committee.

In the event that a professional artist who works and resides in Sonoma Valley, depends upon his or her art as a primary source of income, and is not involved with a Sonoma Valley art gallery, non-profit visual arts organization, or marketing group, wishes to show at *Salute to the Arts*, he or she may seek an avenue into the event through the following methods:

- Approach a participating gallery for representation at *Salute to the Arts*.
- Apply for membership in one of the participating visual arts organizations, which are currently The Arts Guild of Sonoma and Valley of the Moon Art Association.
- Apply as an independent exhibitor at the event. (Independent exhibition space is extremely limited.)

Each exhibitor will be required to pay a registration fee of \$100, plus a membership fee of \$25 and a rental fee of \$50 per set of double panels and \$75 per set of triple panels. Tables, tablecloths, and canopies must be rented through Salute to the Arts, via Summers-McCann Inc., festival producer. If an exhibitor wishes to use display units other than units rented from the festival they must be approved by the Sonoma Valley Arts Alliance, via Summers-McCann. Display units must be white unless otherwise approved. It is the festival's goal to appear as "gallery like" as possible in order to maintain the established standard of excellence.

The Sonoma Valley Arts Alliance reserves the right to include a limited juried exhibit of individual artists at the discretion of the directors.

Each exhibitor is required to contribute a sales commission of 20% to Salute to the Arts.

Commissions are included in the festival's gross income; net proceeds are distributed to participating non-profit arts and cultural organizations.

**For information call Summers-McCann, Inc. Public Relations,
Sonoma Salute to the Arts producer,
at 707.938.1133**

Questions should be directed to Barbra Fortier at extension 109.