

**Second Annual 2008 Two Countries, One Bay Art Studio Tour**  
**Saturday, September 20 and Sunday, September 21, 2008**  
**9:00 am to 6:00 pm (both Atlantic Time and Eastern Time)**

Sponsor / Supporter Information

**Organized by the Tides Institute and Museum of Art / Culture Pass, Bertha Day Fine Art & Craft Gallery,  
and Michael Chesley Johnson; and funded by participating artists and sponsors/supporters.**

**General Sponsor and Supporter Criteria and Guidelines:** Sponsors and Supporters are two categories for business or individual participation in the Art Studio Tour. This event is organized as an opportunity to create a venue for artists to open their studios to the public to view and purchase their artwork, and as an opportunity for supporting businesses or non-profit organizations to market themselves to an art/cultural audience. This will be achieved through pooling resources for advertising and promotional expenses via print and website. Sponsors and Supporter categories are open to all businesses or individuals. Only non-profit sponsors would be allowed to host an artist or to offer any artist demonstrations. Studio tour maps will be available for free to the public as a print piece and as a downloadable file from the Art Tour web site.

- **Sponsor Level \$50 - \$249:** Sponsors are arts/cultural/heritage businesses who participate by having their premises/venue open to the public during the Art Tour dates. Individuals may also contribute at the sponsor level without having a premises/venue open for the tour. Accommodations and restaurants are eligible to participate as sponsors and are encouraged to offer a package or promotional offer for Art Tour visitors. The minimum level for sponsorship is \$50. Sponsor benefits include secondary listing in printed map brochure and on web site with reciprocal link and photo/logo. Arts and cultural non-profit organizations may qualify as a sponsor and act as a studio stop for up to three artists. The non-profit would pay a \$50 minimum fee and the participating artists would also each pay the \$50 artist registration fee. The organization would be listed as a sponsor and the artists would be listed with their studio location at the non-profit location for the duration of the Art Tour along with the artist's home studio contact info.
- **Supporter Level \$250 and up:** Supporters are a primary tier of sponsorship that include state, county, government, city, businesses, and individuals contributing \$250 and up. Supporters may or may not have a public premises/venue or be open for business during the Art Tour dates. Benefits include a prominent listing placement for recognition in the printed map brochure with the use of their logo in the printed piece and website with a reciprocal link, (if desired).

**Responsibilities:** Each Sponsor (except individual) is expected to be open during the hours that they list for each day of the tour. Participating Sponsors and Supporters will receive maps and be asked to have them available or assist in distributing them to publicize the tour.

**Promotional Image:** Sponsors and supporters may submit an image/logo for use in promoting their business in the brochure and on the website. The image may be submitted as a photograph, slide or digital image on a CD. Please complete the image list on the registration form and provide a caption. Specifics:

- Slides and photos must be labeled with a caption, name of business or individual, and an arrow indicating the top of the image.
- CDs must be labeled with business or individual name. Digital images should be scanned at 300 dpi at a minimum size of 5 x 7 inches and be saved as a JPEG file and can be emailed.
- Please include a self-addressed, stamped envelope (SASE) with sufficient postage for return of the CD or photos/slides.

**Calendar:**

Registration form, payment and photo due	April 15, 2008
Studio Tour brochure/map available	July 2008
Studio Tour dates/time	September 20 and 21, 9:00 a.m. – 6:00 p.m. (AT & ET)

**For more information visit the website:** [www.twocountriesart.com](http://www.twocountriesart.com)

