



A Celebration of Art in Rockville Centre
June 1-2 & June 8-9 and events throughout town during June

Art Walk RVC

Business Participant Overview

Mission Statement

The Annual **Art Walk RVC** is a community-wide art event created to celebrate and support local and emerging artists, build a strong art presence in the community and support businesses that advance the arts. The main goals include:

- Establish Rockville Centre as a leader in the arts in South Nassau.
- Provide a way for people to enjoy art and art-related events, engage with local artists and boost economic activity.

Event Overview

We will have a “call for artists” from the community to submit artwork to be displayed within art-related businesses and other businesses for the month of June. In addition, these businesses have the opportunity to host either a live artist / crafter / maker within their space OR feature a demo of their own product / service. The entire event will culminate with a Closing Event at the RVC Recreation Center that will include awards and recognition to artists and businesses. The Art Walk is partnered with RVC Chamber of Commerce in running this event.

Event Dates:

Main Events: June 1-2 & June 8-9

Art on Display: Entire Month of June

Ways to Get Involved:

Get Involved as a Participant Business:

- Contribute space on a wall, table top, window display or indoor area via art rack for submitted art to be displayed (**required**). You will be connected with Artists by the Art Walk Committee through our Artist Submissions process.
- Host a live artist / crafter / maker OR product/service demo (**optional**)
 - Set up your own crafter, or we can provide one through the artist submission process.
 - You can choose to do a demo from your own business.
 - This event gets a time slot on the map/schedule
- What you get for participating:
 - **Foot traffic to your business** as one of the “stops” on the Art Walk. The Art Walk will be promoted via various marketing channels, including the RVC Chamber website & social media accounts, RVCNY.gov events calendar, LI Herald ad placement, distributed map/schedule and other marketing materials. In addition to support from other business participant’s marketing channels.



Rockville Centre CHAMBER of COMMERCE



- **A “dot” and listing for your business** on the Art Walk RVC map/schedule physical and digital pamphlet.
 - **Shout out on social media** from the RVC Chamber of Commerce and official Art Walk landing page.
 - **Be part of a growing art community** and drive brand awareness of your business.
- **Deadline:** If you’d like to become a “Participant Business”, please provide the information listed on the attached application sheet to us via email no later than **March 31, 2024**. Information can be sent back to the Art Walk Committee member that contacted you, otherwise please send information to theartstudiovc@gmail.com or james@ilostmydog.com.

Get Involved as a Sponsor:

- Tiered sponsorship pricing and packaging is available, please contact us for more information. Sponsors will have the opportunity to purchase packages, which at a minimum will include:
 - Ad placement around the border of the map/schedule.
 - Dot on the map/schedule.
 - Call out on social media and the official Art Walk landing page.
 - A participant business can also be a sponsoring business.
- **Deadline:** - If you’d like to become a “Sponsor”, please reach out to us via email no later than **March 31, 2024** at james@ilostmydog.com.

BUSINESS PARTICIPANT APPLICATION

ON THE FOLLOWING PAGE



Participant Business Application

Deadline is March 31, 2024

Business Name:

Business Address:

Main Contact Name & Role:

Main Contact Email & Phone:

How would you like to get involved?

Get Involved as a Business Participant:

Please indicate one or more of the below. I can display art by donating:

- Wallspace (art may be hung)
- Table top space
- Window space
- Indoor area via art rack

Please describe the amount of space you can contribute (ex: 10x5 foot wallspace, 3x5 foot table top, etc.)

How long can you contribute this space (Ideally we are looking for the full month of June):

- The Month of June, or
- Weekends of June 1-2 and June 8-9

Can you host a demo / crafter / maker in your space for a set time (i.e. 10AM-12PM, etc.) during one or more of the weekend dates between June 1-2 and/or June 8-9?

If so, would you like to demo your own business product / service or have a crafter/maker provided to you from our online submissions?

Get Involved as a Sponsor:

Tiered sponsorship pricing and packaging is available, please reach out to us via email no later than **March 31, 2024** at james@ilostmydog.com.



Stakeholder Responsibilities

Participant Business Responsibilities:

By becoming a Participant Business, you are agreeing to the following:

- Contributing agreed upon space and time for artist work to be displayed.
- Coordinating with artists that were accepted into the Art Walk. The Art Walk Committee will make introductions so artists and businesses can coordinate drop-off/pick-up and hang the art on the wall. If you know artists who want to submit, they should be directed to the submission landing page (to be released late March).
- Participants are *not* required to facilitate any sales made by artists, however they must make artists contact information (i.e. QR code, business card, etc.) available to general customers for them to coordinate with the artist for purchases of art.
- Maintaining the safety and security of all art displayed in your place of business during the entirety of the committed time period, including after drop-off and prior to final pick-up.
- Supporting and promoting the Art Walk through your own business marketing channels.
- If desired, running your own, demos, or crafters and communicating this information with The Art Walk Committee for scheduling purposes by **March 31, 2024** via the map / schedule.

The Art Walk Committee Responsibilities:

- Overall oversight over planning, marketing, coordination and logistics.
- Facilitate an online submission process, which includes:
 - Setting eligibility, content and art-specification requirements
 - The post-submission selection process and approvals
 - Artist / Host Business liaisons (i.e. we will connect stakeholders for logistics, drop-off / pick-up, etc.)
- Financial matters, including budgeting, fundraising and necessary expenditures.
- Coordination with RVC Chamber of Commerce and participating businesses for marketing and logistical support.

Artist Responsibilities:

- Submitting artwork in a timely and in line with requirements.
- Communicating and coordinating with participating businesses for drop-off/pick-up (Art Walk Committee will make introductions), and doing so timely and in accordance with the host business participant's requests and requirements.
- Artists themselves will facilitate their own sales process by delivering some contact information on how customers can buy their work (if desired) via QR code, business card, or other means of connecting with customers for payment.