

ALL materials submitted after the deadlines including: images, profile, mail list - include a \$20 late fee with each submission.

APPLICATION POSTMARK DEADLINE TO APPLY MARCH 15, 2017

Send SIGNED Application & CD to: Darla Ellickson

3175 Middle Sattre Rd.
Decorah, IA 52101-7416
darla@earloops.com

20TH ANNUAL NORTHEAST IOWA ARTISTS'  Find us on Facebook



OCTOBER 13, 14 & 15, 2017

Email images to:

EMAIL SUBJECT LINE:

REQUIRED

NIAST 2017 - IMAGES - (your name)

NIAST 2017 - PROFILE - (your name)

NAME(S) _____

BUSINESS NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (DAY) _____ (EVENING) _____ PHONE IN BROCHURE _____

Handicap Accessible Handicap Accessible w/help Open other times by Appointment Year-round showroom Will have Studio Drawing

E-MAIL _____ WEB-PAGE _____

MEDIA _____ DESCRIPTION IN BROCHURE -10 to 18 WORDS Use same text as 2016 OR

NEW TEXT _____

BE A SPONSOR - Get extra notice PLUS receive Tour Buck\$

I'd like to be a NIAST sponsor - listed in brochure, press & web-site. For every \$100, receive \$10 in Tour Buck\$ or Donate it All!

Keep the Change! Donate my Tour Buck\$ too! Friend of the Arts \$100-\$199 Sponsor - \$200-\$1000. Major Sponsor - \$1000+

FEE CATEGORY: SEPARATE check(s) payable to NIAST Inc. - RETURNED CHECKS SUBJECT TO A \$40 FEE.

____ \$20 - Jury fee for all new Artists applying

____ \$250 - Individual or Collaborative/1 media/1 location/1 box

____ \$430 - Family/Married/double/2 Individual Artists/2 Separate Medias/1 location/1 box

____ \$250 - Business/location hosting artist. Which Artist(s) _____ Artist must also be accepted/submit application/fee

____ \$430 - Artist at Artist's Studio/Retail location in which other items are for sale and Artists' work is not at least 75% of those items for sale (media plus location fee, similar to double fee) 1 box.

____ \$15 per image digitizing fee for slides & photos (No charge for digital submissions). Qty _____ x \$15 = _____. Non-refundable.

____ **TOTAL.** Make check to: NIAST Inc. Send all to: NIAST Inc. • 3175 Middle Sattre Rd. • Decorah, IA 52101-7416

____ Iowa Sales tax number (MANDATORY) # _____

____ Include me in the bulk mailing. Quantity _____ Included w/application _____ Will send by 4/7/2017

____ Lodging/dining/sponsors to contact to be in Brochure. _____

____ I'd like to help! Please call on me for Tour-related work - it helps keep costs & Artist fees down!

____ Bulk mailing Contact Advertisers or Tour Buck\$-Sponsors Submit Press Release, calendar events Input drawing cards

**Signed - Dated
REQUIRED**

Signed release below required to participate (MANDATORY):

I do not hold NIAST Inc., and/or Ellickson Jewelry Collection Studio & Gallery, its officers or agents responsible for accidental loss or damage of any kind. I acknowledge the General Comprehensive insurance coverage for NIAST Inc. does not provide my premises any liability coverage of any sort. I have read and understand the rules and agree to observe them. Submitted application grants NIAST permission to use artist images for publicity purposes. An application is a commitment to participate, no refunds will be given.

SIGNATURE _____

DATE _____

calendar 2017

March 15 ... Postmark Application deadline
March 31 ... Notification of acceptance
April 7 ... Web Profile Due
April 7 ... Artists' mailing lists due
October 13-15/ Tour. ... Fri-Sun, 10-5 daily
Late March/early April 2017. Annual Meeting

artist checklist - Separate checks to: NIAST Inc.

____ Fee(s) to NIAST Inc.: __Jury__ single __double__ location __scans__ SPONSOR
____ 4 images-new Artists. Email-Subject line: NIAST 2017 - Images - (your name)
____ Returning Artist- **1 NEW ART IMAGE REQUIRED +self image.** send in Email
____ DUE APR 7/Web Profile email Subject line: NIAST 2017 - Profile - (your name)
____ Detailed map/directions/Win Art studio drawing (Opt) w/Application
____ DUE APRIL 7/Mailing list. Excel, Filemaker Pro. Digital only. Sort by zip.

2016 Tour made possible by these sponsors

***Tour Artists**

Major Sponsors

• KDEC/FM 100.5 Radio, www.kdecradio.com

Sponsors

* Darla/Glen Ellickson, Jewelry, www.Earloops.com

• New Albin Savings Bank

• Kerndt Brothers Savings Bank

• Dave & Brenda Carlson

• D.Art.Co (formerly DRAC)

• Decorah Bank & Trust, Member FDIC

• Bank of the West of Decorah, Member FDIC

• Viking State Bank & Trust, Waukon State Bank & Trust

Friends of the Arts

* Douglas Cole Art Pottery

* Paul Corbin - Clay

* Nate & Hallie Evans, allamakeewoodfiredpottery.com

In-kind Sponsors

• Winn. Co. Convention & Visitors Bureau

* Julie Strom Photography

• Trevor Huinker Solutions

• KZCQ Super C FM 102.3 Radio

membership

Participation in the Northeast Iowa Artists' Studio Tour (NIAST, Inc.) includes being a member in the NIAST Inc. organization. NIAST Inc. is a 504(a) not for profit organization. NIAST membership is on an annual basis from your acceptance of that year until the next years applications are available. Members vote for the NIAST Inc. board annually and on items as presented to them by the board. Any participating Artist may run for the board. The board determines policy. Board positions are 3 years and are staggered. Board members are voluntary and not compensated. Current 5-member board includes: Steve & Peggy Kittelson Glen & Darla Ellickson, and previously Paula Brown (resigned 12/2016).

Contact: Darla or Glen Ellickson • 563-382-2295 • darla@earloops.com



Northeast Iowa Artists' **20th Annual Studio Tour** NIAST, Inc.

Northeast Iowa Artists' Studio Tour • October 13, 14 & 15, 2017 • 10-5 Daily • www.IowaArtTour.com
POSTMARK DEADLINE TO APPLY March 15, 2017

Mission statement: To provide for the public to experience the artist in their studio surroundings, to view the tools utilized, and the techniques involved in the creation of the artists work and to purchase art directly from the artist.

media - limited to fine art/fine craft

Items: Painting, sculpture, jewelry, photography, clay, wood, glass, printmaking, handmade paper, fiber, etc. as seen at Fine Art Fairs.

All works must be original in concept and design and executed by the applicant: works from molds/kits, commercial/manufactured items, and buy/sell not permitted. Juried via email by professional artists. Items exhibited must be representative of those juried in. Criteria based on: originality/quality of work, working studios, and location within 40 miles from Decorah city limits, in Iowa.

entry fees/categories - Postmark Deadline March 15, 2017 - images submitted after include \$20 late fee.

Submitted application is agreement to participate, fees are non-refundable. Checks of those not selected returned. Text subject to editing.

- **\$20 JURY FEE - All new applicants who have not exhibited previously include a nonrefundable Jury fee.**
- **\$250 - 1 MEDIA - 1 BOX in brochure - Individual or Collaborative Media** (2 artists creating 1 media, both Artists sign each piece or use business name) 1 contact info, 1-2 pictures at discretion of designer. 10-18 word description.
- **\$430 - 2 SEPARATE MEDIAS - 1 BOX in brochure - Family/Married that are 2 Individual Artists, living at 1 location.** 2 pictures/1 of each media, 1 contact info, 10-18 word description in total (equals \$215 per artist). *This choice is optional, may choose individual category instead for \$250 each, if 1 box per media/more space is preferred.*
- **\$430 - 1 MEDIA AT ARTIST'S BUSINESS/GALLERY LOCATION - 1 BOX in brochure.** For an Artist with a gallery representing other work in which more than 25% of items for sale are other than Artist's artwork. 2 pictures/1 of media and 1 of gallery interior, 1 contact info, 10-18 word description total, (fee equals \$215 per artist, \$215 for business location/advertising).
- **\$250 - BUSINESS/HOSTING LOCATION, hosting an Accepted Artist(s) at site.** Fee is required from the location, when hosting an artist(s) and is NOT the studio of an accepted artist. Participation is subject to review by the NIAST board. Submit 10-18 word listing. Accepted Artist(s) fee required in addition to location fee. Artist space must be at least 10'x10'. Details negotiated and agreed upon by both parties prior to acceptance between Artist(s) and location. Listing similar to Artists on web-site. In brochure no guarantee of separate box for location information. Per the Mission statement of the Studio Tour, preference is given to brochure space for Studio Artists. Efforts will be made to display location in inset or other location if location is of historic, cultural or arts related significance, similar to 2015 brochure layout.

*Each participating artist exhibiting at the Business site must submit a completed application. Only accepted artists permitted to exhibit.

digital images - EMAIL OR SEND Duplicate CD's only - will not be returned. images submitted after include \$20 late fee.

- **New applicants submit 4 digital images emailed or on cd with application:** 3 of current work, in proportion to work exhibited, 4th of you-at-work. Images specs: min 4" short side, 300 DPI Jpegs. 1- 5MB each. **Email Subject Line: NIAST 2017 - IMAGES - (Your Name)**
- **Slides or photos - add \$15 per image for digitizing, include SEPARATE CHECK, non-refundable.** NIAST will digitally photograph artwork for your brochure application, minimum cost \$40, call Darla Ellickson 382-2295.
- **New Applicant(s) must submit detailed map and directions, short paragraph from nearest major intersection.**
- **Returning Artists must submit 1 new artwork image by March 15, 2017 - on cd or email to darla@earloops.com.** Minimum size 1 to maximum size 5MB, 300dpi, JPEGS. Images less than 200k do not print well. Label with: last name, first name, #.
- **Artist profiles on web:.** Due Apr 7. Submit short paragraph and 3-5 images. **Email Subject Line: NIAST 2017 - PROFILE - (Your Name)**

brochure bulk mailing - submit your customer list - by April 7 - digital only - after include \$20 late fee.

In 2016 NIAST mailed over 9000 Tour brochures in a bulk mailing to clients from Artists mailing lists, past requests, and survey cards. Survey cards show that this mailing is NIAST's most effective advertising. Send your list with your application, or before April 7. **ONLY Compatible Excel, tab-delineated, or Filemaker Pro format, sorted by zipcode. In separate digital file, send your names to delete.**

artists' responsibilities

- All exhibitors are responsible for collecting 7% Iowa sales tax. For a number call 1-800-367-3388. Your name is submitted as an exhibitor.
- NIAST Inc. recommends Artist(s)/locations maintain their own individual liability insurance.
- Artist's Studios/locations must be open all Tour hours and Artist must be present all days. Artists are encouraged to demonstrate.

win art program - drawing for an Art prize - at your studio - you ship

Participation is voluntary. Uniform drawing card pdf emailed, return to Tour for bulk mail list. Submit item image, description and value with application for web-page and brochure. **Display art at your studio, draw a winner from tour-goers at your spot - encourage attendance.**

looking for sponsors and advertisers - deadline April 7 for inclusion in brochure

SPONSOR Program "Tour Buck\$" - Sponsor Levels

1. **Friend of the Arts** - For every \$100 you get \$10 in Tour Buck\$ and your name on www.IowaArtTour.com (+ in brochure if space allows).
2. **Sponsor** - For \$200 (up to \$1000) **you get above, logo + your website** in brochure and on website. Higher dollars = higher listing.
3. **Major Sponsor** - For \$1000 and above, you get **above - larger - Major designation** - and more **Tour Buck\$** to spend - of course!

Advertising - in the Lodging and Dining section - 1 listing for \$85. A business with 2 locations can advertise both for \$150. Prepaid only.

Reach 30,000+ discriminating, cultural tourists in a full-color **brochure** and plus more than 350,000 hits on the **website!**

Contact individuals or businesses to be a sponsor or advertiser. Or let Glen know who you recommend he contact: glenlxn@gmail.com or darla@earloops.com 563-382-2295 for more information or an invoice sheet.