



## Apples & Art Participant Guidelines

*Eastern Ontario Agri-Food Network Members*

*The 30<sup>th</sup> Annual Apples & Art Studio Tour  
September 25<sup>th</sup> & 26<sup>th</sup>, 2021*

**Submission Deadline: June 30<sup>th</sup>, 2021**

We have decided to move ahead with plans to hold the Tour in 2021, and are reasonably confident Covid will be far enough in the rear-view mirror by then to make the in-person event possible. At the very least, you will be listed as a Tour Location on our new website ([applesandart.ca](http://applesandart.ca)). It is designed to be a useful search engine for artists (and now EOAN members too) all across the region all year round.

We invite all EOAN members to participate in the 2021, 30<sup>th</sup> edition of the tour. We will have a variety of visual, literary, glass, wood, textile, metal, sculpture, and multi-media artists as the focus of the Tour. We are encouraging music, dance and theatre to look at adding to the venues. We are also encouraging students to participate at high school locations. We had a very successful year in 2019. With 85% of the artists reporting, the tour attracted more than 4,545 studio visitors who bought approximately \$70,000 worth of art. This year, with an additional index of EOAN member sites, we hope to blow the 2019 numbers away.

**The entrance fee for the 2021 Tour is \$100, to be billed after the deadline. DO NOT SEND PAYMENT AT THIS TIME. We will invoice you by email. We'd appreciate if you could become a member of YAC (click [HERE](#) or the 'Become a Member' button at [yourartscouncil.ca](http://yourartscouncil.ca) – It's FREE). You must be a member of the EOAN to participate (click [HERE](#) or the 'Join Us' button at [www.agro-on.ca](http://www.agro-on.ca) – It's FREE for farmers)."**

The tour is organized by volunteers working as a Standing Committee of Your Arts Council, Cornwall & the Counties. We are planning a bilingual brochure showcasing the EOAN locations and artists, which will be published as they come in on our new [website](#) (and [Facebook page](#)), with the printed brochure following shortly thereafter. After that point, late-joiners to the tour will be added to the website only. A map of the sites listing artists and EOAN members will be posted on the brochure, Facebook page and website.

The application contains a release you must sign and terms you must acknowledge to participate.

## **Fees and Deadlines**

The EOAN Member Application form and Insurance Waiver are available at [www.applesandart.ca](http://www.applesandart.ca) and on the Apples & Art Facebook page. Your enrollment is not accepted without a signed and completed application. New locations to the tour must be approved by the Organizing Committee. And applications must be received by **June 30, 2021**.

**Email:**            [richard@yourartscouncil.ca](mailto:richard@yourartscouncil.ca)

**SnailMail:**    **Apples & Art Studio Tour**  
                  **c/o Richard Salem**  
                  **21 Leonia Street**  
                  **Cornwall ON K6H 5L5**

**Business Description** - Please keep the Business Description under 1,000 characters.

## **Picture**

One image in jpg format representing your business (web resolution, no bigger than 800 pixels in either dimension). The image names should be assigned in following format: **(Business Name).jpg**

Our new website uses tags, descriptive search terms people would enter to find you or your products. They already have your contact info available, but nothing on what you do. That's what these tags are for. If you make organic soap, organic soap would be a good tag. Please provide no more than 10 words describing your business for visitor search purposes.

## **Approval**

**Notification of Acceptance into the Tour will be by email no later than July 15<sup>th</sup> 2021**

## **Responsibilities**

**Apples & Art Studio Tour Committee is responsible for:**

- All administration
- Managing the budget and payments for Tour-related activities
- Creation of printed materials and signage
- Online promotion, social media and websites
- Publicity, promotion, marketing and communication, and paid advertising within budget limitations
- Provision of one Apples & Art lawn sign for your location

**EOAN Member locations are responsible for:**

- Maintaining open businesses both days, **10 a.m. to 4 p.m.**, being available to the public,
- Applications and support materials delivered on time and complete
- Distribution of a share of promotional material and digital content.
- Ensuring location space is safe and prepared to welcome visitors as per EOHU Guidelines.
- Ensuring liability insurance for their locations
- Keeping and reporting visitor statistics to the Tour Coordinator

Questions? Email Richard Salem ([richard@yourartscouncil.ca](mailto:richard@yourartscouncil.ca))