



## Apples & Art Participant Guidelines

### *Eastern Ontario Agri-Food Network Members*

*The 32<sup>nd</sup> Annual Apples & Art Studio Tour  
September 23<sup>rd</sup> & 24<sup>th</sup>, 2023*

**Application Deadline: May 31<sup>st</sup>, 2023**

We invite all EOAN members to participate in the 2023, 32<sup>nd</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. The tour attracted more than 6,600 studio visitors who bought approximately \$76,000 worth of art.

**The participation fee for EOAN member sites for the 2023 Tour is \$100, to be billed after the May 31<sup>st</sup> deadline. DO NOT SEND PAYMENT AT THIS TIME. We will invoice you by email. There will be a \$25 additional charge if your application is received after the May 31<sup>st</sup> deadline. 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). We'd appreciate if you could also become a member of YAC (click [HERE](#) or the 'Become a Member' button at [yourartscouncil.ca](http://yourartscouncil.ca) – It's FREE).**

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 [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.

### **Fees and Deadlines**

The EOAN Member Application form is available at [www.applesandart.ca](http://www.applesandart.ca) (pick the 'Applications' Tab and then 'EOAN') and on the Apples & Art Facebook page. Your enrollment is not accepted without a completed application. New locations to the tour must be approved by the Organizing Committee. Applications must be received by **May 31<sup>st</sup>, 2023**.

**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 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 June 30<sup>th</sup> 2023**

### **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;

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