



## Apples & Art Hosting Site Guidelines

*The 33<sup>rd</sup> Annual Apples & Art Studio Tour  
September 28<sup>th</sup> & 29<sup>th</sup>, 2024*

**Application Deadline: June 30<sup>th</sup>, 2024**

The 2024, 33<sup>rd</sup> edition of the tour will have a variety of visual, literary, glass, wood, textile, metal, sculpture, and multi-media artists as the focus of the Tour. The 2023 tour attracted more than 6,000 studio visitors who bought approximately \$90,000 worth of art.

The tour is organized by volunteers working as a Standing Committee of Your Arts Council, Cornwall & the Counties (YAC). 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).

We are planning a bilingual brochure showcasing the 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 will be posted on the brochure, Facebook page and website.

### **Deadlines**

Applications must be received by **June 30<sup>th</sup>, 2024**.

**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.

## **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;

### **Hosting locations are responsible for:**

- Maintaining open businesses both days, **10 a.m. to 4 p.m.**, being available to the public;
- Providing a secure, indoor space sufficient for each artist hosted.
- Applications and support materials delivered on time and complete;
- Distribution of a share of promotional material and digital content;
- Ensuring exhibition 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))