



**Call for Participation - 18th Annual Sierra Art Trails.
Two Weekends! October 1st – 3rd and 8th – 10th, 2021
Artist's Submission Deadline – June 15th, 2021**

We are extremely excited to announce that after a year-long hiatus due to the Covid pandemic, Sierra Art Trails rides again!

Over the past 18 years, Sierra Art Trails has built a dedicated audience and a reputation for excellence, showcasing artists working in many media, exhibiting in locations throughout the area.

As an artist, there are many reasons to participate. Art Trails artists benefit from an extensive advertising campaign that includes radio, television, print media, and on-line exposure. Artists are featured in the tour catalog and included in the Preview Exhibit at Stellar Gallery in September.

The past three exhibits have generated over \$100,000 in art sales annually. While good sales are important, the promotional exposure alone is worth the cost of participation. Networking opportunities, collaborations with other artists, opportunities to exhibit at other venues, and post show sales often result from participation in Sierra Art Trails.

We are very proud of the support we receive from our advertisers and sponsors, including Valley PBS, Valley Public Radio, Visit Yosemite Madera County, K-Jewel Radio, Sierra Telephone, The Fresno Philharmonic, the Madera and Mariposa Art Councils, and many other businesses, organizations, and individuals that contribute to the event. We believe it is this collaboration that leads to our success.

Sierra Art Trails 2021 - Participation Guidelines

Submission Requirements - Sierra Art Trails is open to visual artists and artisans working in many media including painting, drawing, ceramics, sculpture, photography, printmaking, mixed media, papermaking, woodcarving, digital art, jewelry, textile arts, art glass and more. Mass-produced crafts, gift items, etc. will not be accepted.

Location - Sierra Art Trails takes place in artists' studios, homes, art galleries, and businesses throughout Eastern Madera and Mariposa Counties in Central California. Participating communities include Bass Lake, Coarsegold, Mariposa, Oakhurst, North Fork, Yosemite Lakes Park, and communities along Highway 49 from Ahwahnee to Mariposa.

All locations (show sites) are subject to approval by the Art Trails planning committee.
Show Site Guidelines are available at <https://www.sierraarttrails.org/where-can-i-show-my-work/>

Who Can Apply? Sierra Art Trails is open to both local artists and artists from outside the area. Artists with homes and / or studios located in Eastern Madera and Mariposa Counties are encouraged to show in their home studios, and to share their show sites with others. If you are not sure if your venue qualifies, please call or email for confirmation. Up to five participating artists can show at home / studio venues. Commercial, retail or other public venues are limited to three.

Artists from Outside the Area - If you live outside the area and are considering applying, we have provided some additional information that may help you decide whether to participate.

Please review the information provided at <https://www.sierraarttrails.org/what-to-expect/>
First consideration is given to artists living in the area, but the show is open to other artists, regardless of where they live. The planning committee will work with outside artists to help them find a location to show their work. PLEASE NOTE – The number of artists from outside the area is limited to 25% of all exhibiting artists, so there is a chance that outside artists will not be accepted if this quota is filled.

Artists MUST be Present to Participate - Artists must be present at their show sites on the days they have committed to show. Artists who are unable to participate in person should not apply. We recommend that participating artists have assistants, volunteers, friends, family or staff to help out during the exhibit, allowing the artist time to take a mingle with visitors and take breaks during the day. One of the greatest disappointments for visitors is to arrive at a show site to find it closed, or the artist not available to meet the public.

Demonstrations and Visitor Engagement - One of our goals as an organization is to educate the public about the creative process and the importance of art in our culture. In addition to displaying and selling their work, participating artists are expected to demonstrate aspects of their process. Information and scheduling for time-specific demos (like a kiln opening or bronze pour) will be included in the tour catalog or addendum.

The Jury Process - Submissions are juried by a panel of art professionals to insure a high level of quality in the work offered during the event. The jury is composed of artists, art educators and curators, and varies from year to year. Artists will be contacted by email after the jury convenes, regarding their participation in the event.

Display of works by non-participants - Participation by artists who are not officially entered in Sierra Art Trails is NOT ALLOWED at any official show site during the event weekend without explicit consent from Sierra Art Trails, with the exception of art galleries and other retail locations as described below. Violation of this rule will result in artists and/or venues being disqualified from future participation in Sierra Art Trails.

Galleries and Retail Locations - In the case of art galleries and other retail locations, artwork or merchandise that would typically be available to the public at the location can be displayed and sold. **However, the featured artist or artists participating in Sierra Art Trails must be given special consideration, with ample display space provided to exhibit their work, and must be the focus of activity at the venue for the event weekend.**

Alcohol - Alcoholic beverages may not be served to the public at show sites during the official hours of the event. Venues with a California liquor license are exempt from this restriction.

Seller's Permits - Artists are responsible for collecting sales tax on work sold during the show, and must obtain or have access to a California seller's permit to legally sell artwork during the event. Artists interested in obtaining a temporary permit should contact the California Department of Tax and Fee Administration at **1-800-400-7115** or on the Internet at <http://www.cdtfa.ca.gov/services/permits-licenses.htm>

The Preview Exhibit – The Preview Exhibit features representative works by each artist in the show will be displayed at Yosemite Gateway Art Center in Oakhurst from September 3rd through October 10th.

Participating artists MUST submit one original work for the Preview Exhibit. Reproduction will not be accepted for the exhibit. All works submitted to the Preview Exhibit must be presented in a professional manner, and are subject to the approval of the gallery curator. The Gallery collects a 30% commission on works sold during the Preview Exhibit.

The Sierra Art Trails Catalog - The price of admission for the show is \$20 for two adults, and includes the Sierra Art Trails catalog. The catalog includes a directory of participating artists, information on attending the show, and maps that guide visitors to the locations of show sites. Visitors create their own agenda based on the artists they want to see, and tour the various show sites during the hours of the event. All participating artists and advertisers receive a complimentary catalog. All participating artists receive a half page listing in the catalog.

Cost – The cost for an artist to participate as Sierra Art Trails is \$150.00

\$25.00 jury fee submitted with the application. The Jury fee is non-refundable.

\$125.00 participation fee due upon notification of acceptance – Entry Fee must be received by July 1st.

Early Withdrawal - If you need to withdraw after notification of acceptance, you must notify Sierra Art Trails by July 1st to receive a refund. The participation fee is non-refundable after July 1st.

SIERRA ART TRAILS 2021 TIMELINE Please keep this timeline for your records!

CALL FOR PARTICIPATION BEGINS – April 1st

APPLICATION SUBMISSION DEADLINE - June 15th

NOTIFICATION OF ACCEPTANCE – June 21st

\$125.00 PARTICIPATION FEE DUE - July 1st

WITHDRAWAL REFUND DEADLINE - July 1st

PREVIEW EXHIBIT

Deliver Artwork – Tuesday & Wednesday August 31st and September 1st, 11 am to 5 pm

Show Opens to the Public - Saturday, September 4th

Preview Exhibit Reception – Saturday, September 11th, 4 pm to 9 pm

Show Closes – 6 PM on Sunday, October 10th

Retrieve Artwork - Tuesday & Wednesday, October 12th & 13th, 11 am to 5 pm

SIERRA ART TRAILS – Friday, Saturday and Sunday - October 1st through 3rd and 8th through 10th - 10 am to 6 pm

Sierra Art Trails is a 501(c)(4) Non-Profit Organization

“Our mission is to promote working artists and artisans, support the visual arts and art education, and to benefit our communities by building a reputation for our region as an arts destination.”

Sierra Art Trails, PO Box 3045, Oakhurst, CA 93644

Stellar Gallery 40982 Hwy 41, Suite 1, Oakhurst, CA 93644

QUESTIONS? call or email: 559-658-8844 email: admin@sierraarttrails.org

Sierra Art Trails 2021 Participation and Liability Agreement

Submission to the exhibit constitutes:

Agreement to the terms and conditions included in this prospectus, and that acceptance into Sierra Art Trails holds the applicant responsible to abide by these guidelines. Failure to do so may result in disqualification from participation in Sierra Art Trails.

Agreement to give permission for images of submitted works to be used by Sierra Art Trails for publicity purposes, in printed or electronic form, for the purpose of promoting Sierra Art Trails exhibits, events, and other activities.

Agreement to indemnify and hold Sierra Art Trails Inc, its board of directors, employees, and volunteers harmless against any claim, demands, damages, fees, costs, and actions of any kind asserted by or on behalf of any third person(s) arising from participation in Sierra Art Trails.

Agreement to hold Sierra Art Trails Inc. or any other sponsoring agency, employee or volunteer harmless for loss or damage to artworks displayed at the Preview Exhibit, at other venues, or during transport. Artists wishing to insure their work should contact their insurance agents.

Sierra Art Trails 2021 Application - Submission Instructions

We are using **SmarterEntry** for the application process.

The application is available on the web at: <https://client.smarterentry.com/SAT/>

This Prospectus contains valuable information that will make the application process easier for you. SmarterEntry has detailed help as well. Please follow the steps below, and read the on-line application instructions carefully.

Based on our past experience, there are a few things about the process that may be confusing.

- 1) You must pay the \$25 application fee first, BEFORE you fill out the application.**
- 2) You must upload your required documents (artist statement and bio) BEFORE you can upload your images.**
- 3) Once you have completed the application, you can login at any time if you want to make corrections or change images, until the application deadline.**

Here we go! Follow these steps to apply...

- 1) If this is the first time you are submitting to a competition managed by SmarterEntry.com, you must create a new profile. Click on the START HERE button to create your profile. Fill out all relevant fields and select SUBMIT.

Please note: If you want a website address, Facebook page, or blog listed in the Art Trails catalog, you should enter it in the WEBSITE field of your profile.

If you already have a SmarterEntry profile, enter your user ID and password, and select SUBMIT to proceed to the next step.

- 2) The MY ACCOUNT page will appear. Under Available Competitions, choose **Sierra Art Trails 2021**, and the short description of the exhibit will appear. Select the competition by clicking on the check-box next to the name, then click on CONTINUE.
- 3) The PAYMENT / CHECKOUT form will appear. Fill out the payment form. READ the Participation and Liability Statement at the bottom, and click on the **I AGREE** checkbox to agree to the terms and conditions for participation. Click CONTINUE to pay the \$25 application fee. This fee is non-refundable. Artists who are accepted must pay the \$125 balance by July 1st 2021.
- 4) Your payment receipt will appear. Select **RETURN TO YOUR ACCOUNT PAGE TO SUBMIT YOUR ENTRIES** to continue.
- 5) Your Account page will appear. Select SUBMIT NEW ENTRIES.
- 6) The Entry Manager page will appear. Enter five images of current work (**created in the past 24 months**). Artwork that has already been sold should not be included.

IMPORTANT... Under SUBMIT YOUR ENTRY there are two sections.

The top section contains information related to each image. CHOOSE FILE allows you to select your image for upload. ADDITIONAL NOTES allows you to enter details about your piece that you want to share. USE IN ART TRAILS CATALOG indicates which image you want included in the Art Trails catalog.

The bottom section is for important information to be included in the Art Trails catalog. **Enter this information once, and only make changes if the information is incorrect.** This info will remain the same for all images submitted.

Exhibit Dates – Artists can elect to exhibit any number of days during the six days of the event. Mark the check box next to the days you plan to participate. Leave check box next to the days you will not be showing blank.

Show Site Information - Enter your Show Site Description using the following format.

If you plan to exhibit at:

- Your own home or studio – Enter “Home Studio”
- Someone else's studio – Enter “_____ Home Studio” (example: Franka Gabler Home Studio)
- A business or other public venue – Enter the name of the business or location.
- (example: Idle Hour Winery) followed by the Address (Street, City, Zip Code, contact phone #).
- Enter "I Need Help" in all Show Site fields if need help finding a show site.

Short Artist Statement – Enter a brief artist's statement for inclusion in the Art Trails Catalog (350 characters or less).

A longer artist statement is **ALSO** required to complete your application. Your statement should tell us a bit about your work, technique, approach, philosophy and / or history as an artist. To upload your statement, select UPLOAD/EDIT DOCUMENTS and follow the instructions. You can also upload a bio or additional information you would like to be reviewed. You may include other materials, such as a list of exhibitions, or articles related to your work. These materials are not required, but may be helpful for the jury, and for advertising and promotion.

Questions? email info@sierraarttrails.org or call 559-658-8844. The deadline for application is **June 15th, 2021**. Please join us!