

# **ARTWALK!** *Please follow these rules and regulations for a successful event.*

## **For: Small Business Owners/Merchants**

1. ALL artists MUST be hosted by a merchant. Invite your artist EARLY for this opportunity to exhibit, pass out business cards, promote their art and get feedback! Sales may happen, so they should be prepared.
2. Pick a high impact spot in your shop for their exhibit! Your artist is a welcomed guest. This is a great way for artists to build relationships with potential customers. Explain what display pieces they will need to bring.
3. Promotion of the event will be through Facebook, newspaper articles and paid ads, with posters.
4. PLEASE contact the tourism office as soon as you have your artist booked. Stories in the newspaper are much more interesting if we can let the public know who is going to be participating and where they are going to be! A brief bio is great for promotion.
5. Since this is an ART event, you are strongly encouraged to host someone who is an artist or artisan and works in mediums such as painting, woodcarving, silversmiths, sculpture, clay, fabric, paper, two- and three-dimensional design, authors, musicians, and photography. All kinds of art and entertainment!
6. Please promote to your customer network! Use your Facebook page to share all about what you are doing for ARTWALK! Please mention the ARTWALK! sponsor/presenter in your post whenever possible!

## **For: Independent Artists**

1. Contact a downtown merchant. Ask to exhibit inside their shop... or outside. ALL artists MUST be hosted by a merchant. There will be a map of locations that have been filled. It will be posted a week before on this website and on Facebook.
2. Bring your own displays to exhibit, information, and money in case of sales. This is all the responsibility of the artist. The merchant is simply providing space. You will deal directly with the business owner on all details. Please do not contact the tourism office to locate a space with a merchant.

## **For: Informational, Community Booths, and Non-Profit Organizations**

1. Get permission from a local merchant to set up in front of their business. Contact tourism with that location. [tourism@parisky.com](mailto:tourism@parisky.com)
2. You **MUST** provide an art exhibit, demonstration, or activity for participation along with your information.

## **For: Food Vendors**

1. Food Trucks/ Vendors, Beverage / Alcohol Vendors, MUST produce a Certificate of Insurance (COI) covering Paris Bourbon County Tourism and the sponsor/presenter of the event as a rider on your policy. This must be delivered to the tourism office 10 days before the event. **NO EXCEPTIONS. NO COI– NO Setup**
2. Location for food vendors will be in front of an empty building, a business that is closed for the evening, or in the large parking lot on Main St. in the 500 block. You may not setup in front of a local food establishment! You will be advised of your location one week before the event.
3. Independents, groups, home cooks, or home bakers may not sell food/beverages at this event. You must be a licensed food vendor with a certificate of insurance as stated in #1.

**Reminder:** ARTWALK! is a rain or shine event.