



First Friday Santa Rosa Downtown Art Walk May - October 2008

BUSINESS PARTICIPATION FORM

Description: First Friday Santa Rosa Downtown Art Walk, is a collaborative effort between the City of Santa Rosa, Santa Rosa Main Street (SRMS), Historic Railroad Square Association, and Downtown merchants. It is a free, self-guided tour of in-store art exhibits designed to highlight local artists and the businesses hosting them. The event is publicized through print and radio ads, posters and rack cards, and through artist mailing lists.

Participating Businesses will only host the art and the artist on the night of the event unless otherwise arranged between the business and the artist. There is no charge to participate.

Location: The festivities take place in Courthouse Square and Historic Railroad Square Downtown districts with a focus on the Fourth Street corridor and the area around the Sonoma County Museum.

Dates: May 2, June 6, July 11*, August 1, September 5, October 3, 5:00-8:00 p.m. each month.
*Please note that the July Art Walk will be held July 11 due to Independence Day.

Register: **Even if you participated in the past, you must complete a new registration for 2008. We DO NOT automatically carry over artists or businesses from year to year.** To register your business as a participant in First Friday 2008, please complete this form and return to us at least one month prior to the Art Walk in which you wish to participate. Please return the form via email to info@firstfridaysantarosa.com. If you are unable to return this form via email, please fax it to Santa Rosa Main Street at (707) 545-6914.

Sponsor: We offer participating Art Walk businesses the opportunity to be recognized for their support of arts activities in downtown Santa Rosa. We offer the following sponsorship opportunities:

- Brochure Sponsor: \$200/month
Help underwrite the cost of producing 1000 monthly brochures
- Street Performer Sponsor: \$150/month
Help with the presentation of musicians and performers throughout the Art Walk

Sponsors will be acknowledged in the monthly brochure with black & white logo
Please contact us at info@firstfridaysantarosa.com or 543-3090 if you would like further information or could suggest other ways you could help make this event possible.

Thank you for participating in the third annual First Friday Art Walk in Downtown Santa Rosa. We look forward to working with you to invite the community to enjoy Downtown's many offerings.

Downtown Santa Rosa: A Place of Plenty

First Friday Art Walk 2008 -- Business Registration



Name of Business: _____

Business Address: _____

Owner of Business: _____

Contact Person: _____

E-mail: _____ Phone: _____

Web Site: _____

Yes, I would like to sponsor a month or more of brochure printing or musicians as noted on page 1. Please contact me.

Please check the 2008 dates you wish to participate:

All Dates May 2 June 6 July 11 Aug 1 Sept 5 Oct 3

Please indicate the type of space you have available:

Inside or Outside Inside Only Outside Only

How would you describe the space available to display art (check all that apply):

countertop/table - approximate dimensions: _____

shelves - approximate dimensions: _____

floor space for easels/racks - approximate dimensions: _____

wall space - approximate linear feet available _____

Comments: _____

Artist Placement

You have the option to have the First Friday Santa Rosa Art Walk Steering Committee select an artist to display in your business or you may provide an artist for your business on your own accord. Either way, merchants and artists will be promoted equally through the program.

We will display the work of an artist selected by the First Friday Art Walk Steering Committee on the dates specified above.

We will provide our own artist on the dates specified above. **Deadline to be included in brochure is 3 weeks prior to each Art Walk. Please email artist name, media, website, email address and phone number to info@firstfridaysantarosa.com.**

If you are participating in multiple dates and have information for multiple artists, please attach information on each artist to this form. Otherwise, email monthly changes to us as noted above. Artists will need to fill out additional paperwork (Artist Application Form), which may be obtained at the web site, www.firstfridaysantarosa.com.

Participating Business Waiver of Liability

By participating in this event, I understand that neither I, nor my business, will be held liable for any theft or damage to the art. Furthermore, I understand that neither I, nor my business, will hold the artists, Santa Rosa Main Street, Santa Rosa Plaza, Historic Railroad Square Association, The Arts Council of Sonoma County or the City of Santa Rosa liable for theft or damage which may occur to my establishment during the time of this public event.

Signature

Printed Name

Business

Date