



# Galveston ArtWalk Guidelines

The following guidelines help ensure that each ArtWalk is exciting, fresh and fun. We thank you for supporting the arts and Galveston's cultural community through your participation.

## REQUIREMENTS

1. A new exhibit or event will be featured each ArtWalk. **Keep things interesting for return visitors!**
2. ArtWalk features artists' original work. Businesses or events predominately devoted to mass-produced items (including food) may participate in the *Other Walls* category when featuring original artwork alongside other inventory.
3. Official ArtWalk hours are 6 to 9 PM. Your exhibit or event must be open during these hours at the minimum with opening and closing hours flexible. Refreshments are popular but optional.

## CATEGORIES and FEES

**Galleries** | \$95 | defined as those who devote more than 60% of their floor and wall space to original works of art on an ongoing basis and who maintain regular weekly business hours.

**Other Walls** | \$95 | defined as those who do not meet the above criteria, i.e. artists' studios, stores, restaurants, etc. whose primary business is not original art

**Happenings** | \$95 | defined as one-time or annual exhibits or performances that occur only on the day/evening of ArtWalk.

**Friends of ArtWalk\*** | \$35 | defined as any business that, while not showing original art, is open during ArtWalk and wants to let visitors know that they support this event. Benefits indicated by \*.

## REGISTRATION

- Registration and fees are due at **5:00 PM** the Monday after the preceding ArtWalk. ArtWalk Dates and deadlines are published at [www.galvestonartscenter.org](http://www.galvestonartscenter.org) under the ArtWalk menu. **Applications received after the due date may not be accepted.**
- Register and pay online at [www.galvestonartscenter.org/artwalk\\_registration.php](http://www.galvestonartscenter.org/artwalk_registration.php) or in person, by phone or by mail (see contact info below.) **Payment is due with registration.**
- Please limit copy for the brochure to 30 words, and be sure to include the title of your exhibition or event, your Artist(s) name(s) and \*optional\* brief description of the type of work. Submissions over 30 words will be edited at GAC's discretion.

## BENEFITS | Registration includes:

- \*Your event listed on the **official ArtWalk brochure** and **map**, which is distributed at downtown Galveston and Houston locations, posted on the **ArtWalk website**, physically mailed to all GAC members, linked in the monthly GAC e-newsletter and posted on social media pages.
- \*At least 50 ArtWalk brochures, which you may distribute before/during ArtWalk; you will be notified when brochures are ready for you to pick up--usually 2-3 weeks before.
- Your event listed in the **official ArtWalk ad** in **Galveston Monthly** and **The Island Guide** the month of ArtWalk in **The Houston Chronicle** the Thursday before ArtWalk. .
- ArtWalk participants are eligible to advertise in the **Galveston County Daily News** ArtWalk page the Sunday before ArtWalk. A representative from the newspaper will contact you.
- Your event and web link listed on the ArtWalk page at **Galveston.com**, Official Website of Galveston Island Tourism & Marketing