

Announcing the 2009

WESTCOTT ART TRAIL SALE

A FUNDRAISER FOR THE WESTCOTT COMMUNITY CENTER

June 6th & 7th

ARTIST APPLICATION
WESTCOTT ART TRAIL
JUNE 6th and 7th, 2009

Attached is an application to participate in the 7th annual Westcott Art Trail . This sale weekend offers a new market for neighborhood artists, provides financial support for the Westcott Community Center , and showcases our extraordinary neighborhood. As this event grows we are becoming a spring ritual that draws art lovers from the entire city and beyond. We are an important outlet for local artists, offering the convenience of having shoppers come to us.

Every year the planning committee works to expand public awareness of this event and involve more community members. If you are a neighborhood artist, or know an artist who can display within the Westcott area, we urge you to join us! If you live outside the Westcott neighborhood, but would like to participate, contact one of the directors listed below and they will help you find a place to display your work. Customers are drawn to locations where more than one artist is set up. Set up opportunities are also at the Westcott Community Center in the heart of the neighborhood.

This is a non-juried art sale, but there are many very talented artists in the Westcott neighborhood, so the quality of items offered for sale is very high. There is also enormous variety! Artists sell photographs, paintings, pottery, sculpture, hand-made wearables, jewelry, drawings, wall hangings....and more. Participating artists set up their work at home, in their yard on their porch, inside in their studio or at the Westcott Center. This year 5,000 art lovers will have art trail maps mailed to their homes in late May. The map will highlight the street location of each artist and a ledger will describe what items are for sale at that location. Street signs, posters, and flags will help locate each site.

The planning committee will do as much advertising as the budget permits, but you can help by talking to your friends and neighbors about the upcoming Westcott Art Trail . If you know musicians who would like to play, or caterers who would like to offer food, please contact us! Westcott St. merchants are also being encouraged to participate.

To join the Art Trail :

1. You must submit an application form and pay a \$55 entry fee.
2. If you have photographs of your work, please send some with your application. Email photos to Lauren Ritchie (laurritchie@gmail.com) and Steve Susman (steves@westcottcc.org). We need at least 300 dpi photos to use for press releases, posters, and postcards.
3. Visit us on facebook and upload photos of your work or of Westcott Art Trail that you may have from previous dates.
4. All items for sale must be hand made.
5. You must be open during all advertised sale hours.

Please retain this sheet for your records. The planning committee will contact you.

Questions? Call Lauren Ritchie at-472-0108, or Steve Susman, Director of the Westcott Community Center 478-8634 (steves@westcottcc.org).

Print out this application and mail it to

LAUREN RITCHIE
222 BUCKINGHAM AVE .
SYRACUSE , NY 13210

WESTCOTT ART TRAIL APPLICATION
JUNE 6th AND 7th, 2009
PLEASE RETURN BY APRIL 1st

NAME _____

NAME TO APPEAR ON MAP _____

ADDRESS _____

PHONE _____

EMAIL _____

ART/CRAFT _____

HOW YOU WANT IT DESCRIBED ON THE MAP: (2-4 words) _____

PLEASE CHECK WHERE APPROPRIATE:

I WILL BE DEMONSTRATING DURING THE WEEKEND _____

I NEED A SPACE _____

I HAVE EXTRA SPACE FOR A TENT _____

I HAVE SPACE, BUT NOT FOR A TENT _____

I HAVE A TENT _____

I CAN HELP LABEL POSTCARDS FOR MAILING _____

I CAN HELP DISTRIBUTE MAPS _____

IF YOU WANT POSTCARDS TO SEND OR DISTRIBUTE, HOW MANY? _____

IF YOU HAVE A MAILING LIST WE CAN USE, PLEASE SEND IT WITH THIS APPLICATION.

POSTCARDS WILL BE AVAILABLE FOR PICKUP AROUND MAY 8TH AT LAUREN RITCHIE'S HOUSE OR AT THE WESTCOTT COMMUNITY CENTER . **NOTE: MAPS OR CARDS YOU SEND OUT PERSONALLY MUST HAVE FIRST CLASS POSTAGE ATTACHED BY YOU.**

IF YOU KNOW AN ARTIST WHO WOULD LIKE TO PARTICIPATE, HAVE THEM CONTACT LAUREN RITCHIE AT 472-0108 OR laurritchie@gmail.com

THE ENTRY FEE IS \$55; PLEASE MAKE YOUR CHECK PAYABLE TO " WESTCOTT COMMUNITY CENTER " AND MAIL TO:

**LAUREN RITCHIE
222 BUCKINGHAM AVE .
SYRACUSE , NY 13210**

THE WESTCOTT COMMUNITY CENTER IS A NON-PROFIT 501C3 ORGANIZATION. YOUR ENTRY FEE MAY BE TAX DEDUCTABLE (CHECK WITH YOUR OWN TAX ADVISOR).

THANK YOU TO CULTURAL RESOURCES COUNCIL FOR THEIR SUPPORT.

SPONSORSHIP OPPORTUNITIES

We would like to build our sponsor base to increase our support to the Westcott Community Center . The Center is a not-for-profit corporation located at the crossroads of the Westcott neighborhood. The mission of the WCC is to provide a safe, accessible community space, to strengthen and include the diverse community, and to provide art, cultural, human services and educational programs for all ages. The Art Trail furthers this mission by bringing new people to our community who buy art, patronize local businesses and appreciate the vibrancy of our neighborhood. It also encourages a coming together of residents in the Westcott neighborhood. Art Trail weekend is becoming a

festive event that brings out the sense of neighborhood and community in us all.

We have many retail sponsors who contribute and we are encouraging artists to also become sponsors. All sponsorship money is tax deductible and you will receive a receipt for your files (CHECK WITH YOUR OWN TAX ADVISOR). Artist sponsors benefit by being listed (with their contact information) as a sponsor on the map, in addition to being named on the map at a location. Sponsors may also have information about their business available at each art stop.

Sponsorship Levels:

Silver: (\$25) Your name and contact information listed on our map

Gold: (\$50) Your name, contact and business information listed in the "Gold" category

Gold Plus: (\$100) Your name, contact and business information listed in the "Gold Plus" category

Platinum: (\$250+) Your complete listing on the map, as well as on the postcards that go to 5,000 households

Other Donation: \$_____

TO BECOME A SPONSOR, PLEASE COMPLETE THE FOLLOWING:

Name:

Business Name:

Sponsorship Level:

Contact information for our committee:

Name of someone else who might be a sponsor (optional):

Mail to: Westcott Community Center
826 Euclid Ave.
Syracuse , NY 13210

For More information on sponsorship opportunities please contact Steve Susman at 478-8634.

For facebook members-- check out the new Westcott Art Trail facebook page.