

## ARTIST INFORMATION

Friday, November 20th 11:00 AM – 9:00 PM & Saturday, Nov. 21st 9:00 AM to 2:00 PM  
HOSTESS PRESHOP – Thursday, November 19<sup>th</sup> 6:00 p.m. – 9:00 p.m.  
*Sponsored by RiverTree Community Church*

Thank you for your interest in our 4th Annual Beneath the Tree Holiday Home Tour & Art Sale. The two-day event boasts six houses in the Byron Center and Grandville areas displaying the work of over 100 local artists. During the tour, appetizers & refreshments will be served, homes will be decorated for the holidays, and guests will shop in a relaxing atmosphere. Tickets cost \$5 and include entry into all the houses and a free raffle ticket.

- √ **Registration form and \$10 registration fee due October 1.** Please include photos of your work and display if you do not have a website. NEW this year, you may register online at [www.beneaththetree.info](http://www.beneaththetree.info).
- √ You will receive a letter with your home assignments mid-October. Also included will be 20 invitations and **10 free tickets** for you to use and share with friends and family.
- √ You are responsible for delivery of your artwork to the home **NO LATER THAN** Wednesday, November 18. (Coordinate times directly with hostess.)
- √ All merchandise must be priced and **each item assigned a number** as reflected on your completed Inventory Form (please make copies as needed).
- √ Neither the hostess nor RiverTree is responsible for damage or loss to any artwork. However, each home is monitored by a minimum of three people at all times and this has never been a problem in the past.
- √ We are again requesting that each artist donate to the raffle (you determine value, typically \$10-\$15). Please note raffle item when you drop off your merchandise.
- √ You are more than welcome to attend the event with your art, but you are not required to do so. Our hope is that you'll enjoy the event with your friends as well.
- √ **Include sales tax in your prices.** The hostess will not figure or add this.
- √ **10% of your total sales** will be donated to RiverTree. There is no additional "booth fee" for this event. All proceeds will benefit our RiverKids program.
- √ Tax write-off **DOES** apply . You will receive a letter for tax reporting purposes along with a check for your sales within one week of the event.
- √ We will be accepting credit cards this year. Your registration fee will help offset this cost and advertising costs.
- √ Merchandise pick up times should be coordinated with your hostess, and be no later than one week after the event.
- √ Please invite at least 25 people to the event. The more customers, friends and family we all invite, the more everyone sells. We will provide you with the tools to invite, including postcards, flyer, sample email and up-to-date website. Any connections you have to mom's groups, church groups, school groups, etc. are great. Please take advantage of any advertising opportunities.
- √ If you have a website and would like us to link to it from our site, please provide your web address. We would also appreciate a reciprocal link on your site. Look for our Facebook page as well.

Contact Tracy Cinco at 616-531-2054 or [tcinco@comcast.net](mailto:tcinco@comcast.net) for more information. Please keep this page for your records. Thank you again for your interest in Beneath the Tree. We look forward to working with you!