



Policies, Procedures & Parameters

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Policies, Procedures & Parameters

Branding and Co-branding Policy: Any use, in any format including co-branding, of the Sonoma County Art Trails name, wordmark, logo or brand must be proactively approved by the Steering Committee.

Adopted by Steering Committee April 24, 2017

Collector's Guide Advertising Parameters:

- Ads whose impact can be conflicting with the Art Trails Open Studio event, the Art Trails program or Art Trails brand are not acceptable.
- The Art Trails Steering Committee has the final approval of ads to be included in the Collector's Guide.

Adopted by Steering Committee February 27, 2017

Collector's Guide Cover: The Steering Committee determines the process and final selection for each Collector's Guide cover, deciding:

- If the Steering Committee wants to see 100% of the cover images submitted, or
- If the Steering Committee wants to assign a Cover Image Selection Committee the task of narrowing down the potential cover images
- The Steering Committee decides on the final cover image and overall final design of the cover.
- No Art Trails artist whose image is being considered as a finalist image may participate in the selection process.

Adopted by Steering Committee March 13, 2017

Collector's Guide Review:

- Proofing Committee reviews the entire Collector's Guide from cover to cover to ensure:
 - logical layout, useable format
 - professional impact, proper spelling
 - accurate information
 - ads that meet Art Trails advertising parameters
- Final electronic review and approval by the Steering Committee to be completed within 48 hours after the Proofing Committee's final approval.
- Changes to the approved Collector's Guide may take place only if the Steering Committee is provided a subsequent review and sign-off opportunity.

Adopted by Steering Committee March 13, 2017



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Art Trails Emergency Situation Parameters:

In case of an emergency that effects an artist's participation during the open studio weekends the artist (or a designated representative) must:

- Report the problem to the SCA Staff immediately at 707.829.4797.
- If your call goes to voicemail, leave a message and include contact information.
- Notify the nearest 2-3 Sonoma County Art Trails artists so they can notify visitors
- Post a clear explanation at your studio.
- Have a backup plan and someone who can fill in should an emergency arise.

Adopted by Steering Committee February 27, 2017

Art Trails Mailing List Submission Parameters:

- Art Trails artists are required to submit a mailing list.
- The names on the submitted lists will be sent a Collector's Guide.
- Artists who do not submit the required mailing list must pay the \$25 Mail List fee at time of the application.
- Artists who do not pay the Mail List fee with their application and do not submit a mail list will be billed the \$25 mail list fee plus a \$10 billing fee for a total of \$35, due immediately.
- The Marketing Committee uses Mail List fee funds to purchase a target market mailing list that will be mailed collector's guides.

Adopted by Steering Committee February 16, 2017

Art Trails Marketing Team Parameters:

The Steering Committee selects the Marketing Team.

The Marketing Team is responsible for:

- Creating and implementing a marketing plan that appropriately advertises the Art Trails program for the greater good of Art Trails and its artists, ensuring:
 - Consistent branding
 - Use of the "Explore Engage Collect" tagline
 - All deadlines are met
 - The plan is within budget
 - Expenditures are within budget
- Getting Steering Committee input on the proposed marketing plan
- Working with Sebastopol Center for the Arts Executive Director and the assigned graphic designer to create an engaging and consistent ad
- Approval of and changes to all Art Trails advertising

Adopted by Steering Committee December 12, 2016



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Art Trails Studio Parameters:

- The artist must create at least 80% of their work in their Sonoma County studio.
- Studios are to be clean and safe for the public.
- Studio presentations must provide an educational experience for the public.
- Works of non-Sonoma County Art Trails artists may not be displayed or offered for sale during Art Trails. An artist found promoting and/or selling non-Sonoma County Art Trails artists' work will be dismissed from the program for one year and required to re-jury to return to the program.
- Artists must show in their own studios.
- Studios must be open and the artist present during all four days of Art Trails.
- In rare situations where a Sonoma County Art Trails artist is showing in a shared studio space, s/he **MUST** agree not to allow non-Sonoma County Art Trails studio mates to exhibit during the event.

Adopted by Steering Committee February 13, 2017

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