

## ***FRESNO ARTS COUNCIL (FAC)***

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[www.fresnoartscouncil.org](http://www.fresnoartscouncil.org)

### **ARTHOP GUIDELINES**

1. The Fresno Arts Council's annual ArtHop membership fee is \$135. You could choose to pay this online through [fresnoartscouncil.org/join](http://fresnoartscouncil.org/join), or mail your check to our address, including the signed application/agreement.
2. Participation requires a location to exhibit artwork. FAC will assist you in contacting artists to exhibit at your location for ArtHop. You could also peruse the FresnoArts.net social network as well as the FresnoArtsCouncil.org Arts Database to contact artists.
3. ArtHop is free to the public. There is no fee to artists to exhibit their artwork at your location. You may charge the artist 10 to 20 % of their sales during their exhibition at your location. The artwork is to be exhibited for one month at your location, unless ArtHop is held one day.
4. ArtHop is held on the first and third Thursdays of each month from 5-8 p.m. The first Thursday is held in the downtown and Tower Districts areas. The third Thursday is held in metropolitan and outlying areas of Fresno County.
5. The ArtHop venue will provide a reception during ArtHop, free to the public, without charging the artists for expenses. Receptions can include hors d'oeuvres and/or pastries and drinks, whatever you wish to serve. If alcohol is served, you are responsible that minors, under 21 years, are **NOT** served alcohol.
6. Artists must be present during ArtHop to greet the public and to discuss their artwork. ArtHop venues will be supplied with ArtHop brochures to be promoted in a visible location. Additional copies are available at FAC.
7. Each ArtHop venue is responsible to post their event at: [www.fresnoarts.net](http://www.fresnoarts.net) one month in advance, or as soon as possible. FresnoArts.net is a centralized arts events calendar for Fresno County and a free marketing tool to promote your events through blog and forums.
8. Artists are also encouraged to post their events on website. Send info to [mfranco@fresnoartscouncil.org](mailto:mfranco@fresnoartscouncil.org) in order to invite the board and others; we will e-mail you a list of additional sites to post your event info.
9. Subscribe to FresnoArts.info, the FAC's daily e-mail digest that allows subscribers to e-mail everyone on the list. After you subscribe, use your e-mail to submit your info to: [fac-list@fresnoarts.info](mailto:fac-list@fresnoarts.info).
10. Each ArtHop venue is encouraged to release promotional materials to the media one month in advance of event and send Maria a copy. Deliver invitations to FAC for distribution to walk-ins.

If you have questions contact: [mfranco@fresnoartscouncil.org](mailto:mfranco@fresnoartscouncil.org), or call (559) 237-9734. Thank you for your participation in the Fresno Arts Council's ArtHop.