



Agreement Form 2018-2019

Contact Renne at 360- 460-3023 or
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sequimartwalk.com

First Friday Art Walk Sequim is a fun and free self-guided tour of local art venues in Sequim on the First Friday of every month from 5 – 8 p.m. Our mission is to create approachable and accessible art and cultural venues that encourage the community to connect and celebrate expression and diversity.

Initiated in 2006, First Friday Art Walk Sequim is produced and sponsored by unique as you owned by Renne Emiko Brock, local artist, Arts advocate, educator, community marketer, and entrepreneur.

Participating venues are required to exhibit original local artwork or showcase local artists including visual, musical, performance, literary, culinary, and decorative talents. Active association with the First Friday Art Walk Sequim is **free** for businesses, organizations, and artists of all media with no cost to participate. Several venues will provide special events that Friday evening with opportunities for the public to interact with the Arts. All ages are welcome to join us in an evening of art and community unity. Monthly maps for the self-guided tour are available online at sequimartwalk.com.

These are the encouraged guidelines to maximize the benefits of Free Marketing and Inclusive Participation for First Friday Art Walk Sequim provided by unique as you (Renne’s business). These guidelines are suggestions not firm requirements. Each venue has the right to adapt how they participate based on their abilities and needs, like slightly different hours, please communicate these differences to Renne.

Venue Participation Guidelines for First Friday Art Walk Sequim:

1. Exhibit original local artwork OR showcase local artists including visual, musical, performance, literary, culinary, and decorative talents.
2. Open the first Friday of each month 5 to 8 p.m.
3. Provide Renne monthly marketing information by the 15th of the month prior to the First Friday for inclusion, please include all the artists to spotlight and special activities. This info can come from the venue or the exhibiting or performing artists. Email renne@uniqueasyou.com these details of Who, What, When, Where, and Why. Attach 1 to 3 images of the

artists’ work or an action shot of them in the studio or performing. Include artists’ website addresses and contact info.

The free marketing includes: Press Releases to local and Northwest media outlets, including newspapers, magazines, radio, television, online event guides, etc. Monthly updates on the First Friday Art Walk Sequim Website and Facebook Page. Listing on the official online and printed Map. First Friday Art Walk Sequim promotion is listed in WA, Olympic Peninsula, and Sequim visitor guides, arts guides, and local chambers of commerce.

4. Supply First Friday Art Walk Sequim Maps for visitors. You download PDF from website and print.
5. Post First Friday poster in venue prior to events.
6. To create inclusion between venues, artists, and audience, participate in the monthly color theme and incentive activity, like festival openings, is greatly encouraged. January is silver, February is red, March is green, April is pink, May is aqua, June is white, July is purple, August is yellow, September is blue, October is orange, November is brown, and December is gold.
7. Promote the social significance of supporting local artists and culture enhances quality of life.
8. Actively participate in social media efforts by tagging the First Friday Art Walk Sequim and posting notices on facebook.com/sequimartwalk
9. Directly communicate with Renne about marketing of the Art Walk, need for artists or arts contracts, venue closure, and any event issues.
10. If Venue Participation Guidelines are not reasonably met, like providing Art Walk evening information, venue will be left off the map and media outreach.

Venue Name: _____
 Venue Owner: _____
 Venue Address: _____
 Venue Phone: _____
 Venue Website: _____
 Venue Facebook Page: _____
 Venue Contact Email: _____
 Open Year-round ____ or May to Dec ____
 Other ____ list months _____

Please return this agreement form to Renne to be placed on the Art Walk map and website for 9/2018 to 12/2019. Thank you very much!