

# 2019 RIVER OF ART PROGRAM EXPRESSION OF INTEREST



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## Be part of the River of Art Festival: Friday 17 May to Monday 27 May, 2019

The annual River of Art Festival showcases and celebrates artists and performers from the NSW Far South Coast and surrounding region.

### **Festival dates:**

The 2019 Festival will open on Friday 17 May and close on Monday 27 May, coinciding with the Reconciliation Day long-weekend in Canberra.

Many events will be held on the two weekends bookending the Festival.

The Art Trail, featuring Open Studios and Art on Parade all over the far south coast, will run the entire of the festival.

### **Inclusion in the Festival Program delivers the following benefits:**

- Being part of a multi award-winning Festival that has been running for 13 years
- Use of the River of Art logo on marketing collateral for your event
- Widening of the audience for your work
- Inclusion in an event supported by Destination NSW and Eurobodalla Shire Council
- Promotion of your event in the Festival's print and online programs, and social media
- Copies of the festival print program for distribution to your network and audiences
- Promotion of the Festival in local, regional and Canberra-based media outlets including print, radio, television, online and social media
- Promotion of the program in tourism, arts, events and other online listings
- Promotion of the Festival in targeted advertising and widely distributed marketing collateral

## **Expressions of interest are now open, closing Friday 1 February 2019 for:**

### **Hosting your own River of Art event:**

Individuals and arts organisations are invited to create and host their own event, exhibition or performance as part of the 2019 River of Art Festival program.

Events can be large or small, as long as they reflect, celebrate, elevate and enrich the diversity of arts engagement and participation opportunities in the region.

### **Art on Parade:**

Artists are invited to collaborate with local businesses, shopfronts and cafés to showcase their work in communities across the region.

Please organise and confirm your exhibition with the host business before you register.

**Do not use this EOI form to apply for Open Studios.**

**Open Studios will be managed separately by Eurobodalla Council, see page 4 for details.**

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## Expression of interest instructions:

- Please complete both pages.
- Please ensure that all information you provide is self-explanatory (ie: does not require any existing knowledge for any festival-goer to understand) and appeals to your potential audience.
- Please note that for ticketed events 10% of gross ticketing price is to be paid to River of Art Association as a contribution to the costs of festival promotion and administration.
- **Do not use this form to apply for Open Studios. Applications for Open Studios will be invited separately by Eurobodalla Council (see page 4 for details).**

## Section 1: Event details

These details will be used to describe your event across all River of Art promotions.

### 1. EOI type (select one):

Hosting an event.

**Event name/title:** \_\_\_\_\_

*(Name/title of your event)*

Art on Parade at a local business.

**Business name:** \_\_\_\_\_

*(Business name)*

### 2. Art form

Visual art

Workshop

Other, please describe: \_\_\_\_\_

Performance

Music

### 3. Event date/s:

### 4. Start and end times:

### 5. Venue name and address:

### 6. Cost (if applicable):

### 7. Booking details (if applicable)

*(phone/email/web address where people can book/buy tickets)*

### 8. More information contact:

*(phone/email/web address where people can contact you or the event host for more information)*

## Section 2: Contact details

The River of Art Committee will use these details to keep in touch with you. These details will only be published if they are the same as details you provide in Section 1, Event Details.

### 9. Your name:

### 10. Your contact phone:

### 11. Email:

### 12. Business/venue contact person:

### 13. Business/venue contact phone:

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## Section 3: Promotion details

This information will be used to describe your event on the River of Art website and social media.

### 14. Short description of your event (maximum 75 words)

Describe your event clearly, and concisely.

Include any information you think will help someone decide if they would like to attend.

For example, do participants need to bring anything? Is it child-friendly? What will attendees experience, see, learn, feel?

### 16. Digital images

With your application, please submit at least two quality images (jpg or png) that River of Art can use to promote your event. Images should be at least 1000 pixels wide, any height, and the file size for each image should be no larger than 2 MB.

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## Section 4: Social media details

River of Art will use facebook and instagram to promote festival events.

**These details are not mandatory to complete your expression of interest,**

but the more information you provide the more social media promotion we can offer. For example. if you provide your public facebook page (such as the artists' or venue/business), that page will be invited to co-host the facebook event so you can see and respond to comments, and update information directly.

### 17. Facebook:

Artist/host facebook username: \_\_\_\_\_

Venue facebook username: \_\_\_\_\_

### 18. Instagram:

Artist/host instagram @username: \_\_\_\_\_

Venue instagram @username: \_\_\_\_\_

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**Please ensure you have read the Terms and Conditions on page 5 before you submit your expression of interest.**

## Submission declaration

By submitting this form, I acknowledge that I have read and accept the Festival program terms and conditions. I agree that my contact details provided in items 7 and 8 of my Expression of Interest can be published.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

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## How to express your interest

First, please read the terms and conditions on the next page or at [www.riverofart.com.au](http://www.riverofart.com.au)

- 1) **Preferred option, submit online:** express your interest online at [www.riverofart.com.au](http://www.riverofart.com.au)
- 2) **Alternate option, return form:** if you are unable to submit online, type into or print and complete the two form pages of this document, then:
  - **Email** your completed form to [riverofartinc.eoi@gmail.com](mailto:riverofartinc.eoi@gmail.com)
  - OR**
  - **Post** your completed form to:  
River of Art Expression of Interest  
PO BOX 117 BODALLA NSW 2545

## Include 2 digital images:

With your submission, please send at least two digital images that can be used to promote your event on the River of Art website and social media. Images can be uploaded via the online application form, emailed along with your application, or posted with your application on a USB memory stick.

## Please note:

- When you submit an expression of interest you are accepting River of Art's terms and conditions.
- Submitting your EOI does not guarantee inclusion in the River of Art festival program.
- Inclusion in the program is at the discretion of the River of Art Committee, its decisions are final.

## What will happen next?

The River of Art program team will consider submissions in February 2018.

We will then notify you regarding inclusion in the festival program.

If you are accepted, we will work with you to promote your event across different platforms.

## Stay tuned for applications opening soon:

### Open Studios

Open Studios provide a unique opportunity for arts patrons to meet with artists, see them at work, and purchase works directly.

Open Studios will once again be included in the River of Art program but will be coordinated by Eurobodalla Council's Arts and Culture team. Registrations to host an Open Studio will be invited separately by Council.

### 2019 River of Art Prize and Exhibition

We will call for entries into the Art Prize and Exhibition separately.

The prize is valued at \$2,000 and will be hosted once more by SOART in Narooma. Further details and entry forms will be available on the River of Art website, and printed copies available at local libraries.

Keep an eye on our website and social media, and the Council's Arts Information Exchange for updates.

### More information

For information about the River of Art Festival, the River of Art 2019 Art Prize, Open Studios, previous festivals, sponsors, and more, visit our website:

**Web:** [www.riverofart.com.au](http://www.riverofart.com.au)

### Contact the River of Art Committee

**Email:** [riverofartinc.eoi@gmail.com](mailto:riverofartinc.eoi@gmail.com)

**Phone:** 0411 481 988

**Facebook:** @riverofartfestival

**Instagram:** @riverofart

## Terms and conditions

In submitting your expression of interest, you accept these terms and conditions without reservation.

- I give my permission for River of Art Association to reproduce images I have provided for promotional purposes. All people in the images submitted have given permission for their use.
- I agree to report event attendance and submit a post-event report to River of Art Association by 30 June 2019. Survey forms will be made available by River of Art.
- I agree that promotional materials designed for my event will incorporate the River of Art logo if I am included in the program.
- I agree that the River of Art Association may refer to my event in media releases or in other Festival promotion at its discretion.
- I take full responsibility for coordination and management of my event including the venue and any fixtures, fittings or installations. I have the necessary insurances for my event/activity, including public liability insurance.
- I take full financial responsibility for the cost of my event and will arrange my own funding, grants, acquittals, insurance, venue hire, booking arrangements and any other costs associated with my event.
- I understand that I participate in the Festival at my own risk and take full responsibility for any injuries or damages involving me, artists, performers, participants and members of the public, associated with my event.
- I agree that where I charge a fee for my event, I will calculate and pay 10% of the gross ticketing revenue to the River of Art Association as a contribution towards the cost of mounting the Festival, including event promotion and administration.
- I will comply with all relevant laws, regulations and guidelines applicable to hosting a public event, including accessibility and workplace health and safety legislation.
- I understand that River of Art Association may decide at its discretion whether or not to include my event in the program and that River of Art Association may edit or amend material provided in this application at their discretion for the purpose of promotion and clarity.