



Hidden In The Hills Artist Studio Tour

2024 Hidden in the Hills Guest Artist Participation Agreement

REGISTRATION DEADLINE: APRIL 22, 2024

By registering as a participant for Hidden in the Hills as a guest artist, you agree to the following terms and conditions:

- ❖ I understand that if I fail to comply with the Hidden in the Hills guidelines and conditions listed below it may result in no longer being eligible to participate in future Hidden in the Hills events.
- ❖ I agree to be present at the host studio from 10:00am to 5:00pm for all six (6) days of the event. Non-attendance constitutes an unprofessional act and if flagrant abuse is found, the artist may be permanently ineligible for future Hidden in the Hills events. This includes any artists found absent during Hidden in the Hills hours, or who leave the show early.
- ❖ I agree that the Sonoran Arts League will not be held responsible for any loss of or damage to my art for any reason.
- ❖ I agree that my host studio will not be held responsible for any loss of or damage to my art for any reason.
- ❖ I understand that all Hidden in the Hills participants are encouraged to carry their own appropriate insurance.
- ❖ I agree to perform/provide at least eight (8) hours of volunteer service for the Sonoran Arts League (League) between January 1 and December 31, 2024. If I am unwilling or unable to complete these hours, I will pay \$25 per hour to the Sonoran Arts League ~ \$200 max.
- ❖ I understand that "Hidden in the Hills Artist Studio Tour" is the exclusive property of the Sonoran Arts League. As a participating artist I am permitted to utilize the event name, logo, and likeness to promote the tour through my own collateral and marketing materials. I will not in any way modify the term or create my own website/social media using any part of the phrase "Hidden in the Hills" or "Hidden in the Hills Artist Studio Tour."

- ❖ I will update my artist profile on the Sonoran Arts League website (sonoranartsleague.org) with the following content:
 - A minimum of 1 image of current artwork
 - Bio and/or artist statement
 - Photo of artist at work or headshot
 - Link to my website and/or social media platforms

- ❖ I agree to use the event signage provided by the Sonoran Arts League with no modifications.

- ❖ I agree to show visitors my materials, tools, works-in-progress, and whenever possible, to **demonstrate my process of making art**. If live demonstrations are not possible, I agree to display a photo portfolio or album of my studio with pictures of myself in the process of creating art.

- ❖ I will present a minimum of ten complete pieces of recent, original, one-of-a-kind work prominently displayed and for sale during Hidden in the Hills. All giclee's or reproductions will be clearly marked.

- ❖ I agree that I may not sell anything other than my artwork and related reproductions (prints) of this art. **I understand that the sales of mass-produced apparel, plants, food, manufactured goods or any items beyond the scope of my own artwork is prohibited.**

- ❖ I will clearly identify each piece of artwork on display during Hidden in the Hills as either an original or reproduction.

- ❖ I agree that any sales/marketing material that I present during the Hidden in the Hills Artist Studio Tour be dedicated to promoting my own work and events or the League's future art events. This may be with the use of business cards, brochures, postcards, my email address, website address and workshop sign-up sheets. I may not promote any artists not currently participating in Hidden in the Hills.

- ❖ I agree to complete the post event Artist Survey at the end of the show and return it to my Host.

- ❖ I have received a copy of the Key Dates (included) and the Artist Information Guide (included) and understand it is my sole responsibility to fulfill my obligations and meet all appropriate deadlines.

PAYMENT SUBMISSION INFORMATION

THE FOLLOWING ARE OPTIONS FOR PAYMENT:

- (1) **CHECK:** \$600, Registration only **OR** \$800, Registration & paid volunteer hours
 - **Return In Person:** 7275 Easy Street #A104, Carefree, AZ 85377, **OR**
 - **Mail to:** 7100 N. Cave Creek Rd. #104, Cave Creek, AZ 85331

- (2) **ZELLE:** \$600 -Registration only **OR** \$800 - Registration & paid volunteer hours
Simply scan the QR code with your phone:



- (3) **CREDIT CARD:**
 - Registration only: \$600
 - Registration **and** Payment of Non-Volunteer Hours: \$800
(\$600 Registration *plus* \$200 paid volunteer hours)
 - **NOTE: A \$30 PROCESSING FEE WILL BE INVOICED SEPARATELY.**
Shortly after your registration is submitted, you will receive an email with further payment instructions.

REGISTRATION IS NOT COMPLETE WITHOUT PAYMENT.

Any Payments and/or Registrations received AFTER the April 22nd deadline will be subject to a \$50 Late Fee.



Hidden In The Hills Artist Studio Tour

Hidden in the Hills 2024 Artist Information Guide

The Sonoran Arts League is proud to offer members the opportunity and privilege to showcase their art, demonstrate how it is created, educate thousands of visitors, and sell their works during the Hidden in the Hills Artist Studio Tour.

The mission of the Hidden in the Hills Artist Studio Tour is to provide an opportunity for the public to visit the workspaces of dedicated artists in the Sonoran Foothills, to learn about the artists' methodologies and processes and to purchase directly from these artists in a friendly, engaging atmosphere that showcases quality art.

GENERAL INFORMATION

- Event Dates: November 22, 23, 24 and November 29, 30, December 1 - 10:00am to 5:00pm.
- Participation Fee: \$600.00 per artist + 8 volunteer hours (payable at a rate of \$25/hr)
- Host Studio Registration Deadline: March 18, 2024
- Guest Artist Registration Deadline: April 22, 2024

ARTIST ELIGIBILITY

Hidden in the Hills participants (guest artists and host studios) must be 18 years of age and a Sonoran Arts League member in good standing by registration deadline as of April 22, 2024. Any outstanding balances must be paid prior to registration.

BENEFITS OF PARTICIPATION

- Hidden in the Hills Artist Studio Tour is the oldest and largest Open Studio Tour in the Southwest and will be celebrating its 28th anniversary in 2024.
- Exposure to the art-loving and art-buying community.
- Artist listing in the Studio Map, 25,000 copies printed.
- Listing with image and advertising opportunity in the Artist Directory, 6,000 printed.
- Opportunity to submit for the Hidden in the Hills Artist Directory cover artwork.
- Web/social media presence and posts.
- Public relations opportunities in print, TV and radio, featuring participating artists.
- Artist Directory allotment for each participating artist.
- Directional signage to guide visitors to host studios.
- Promotional asset toolkit with logos, photos, and suggested post language.

PARTICIPATION FEE

- A participation fee of \$600 to be paid to the Sonoran Arts League upon registration. An additional \$30 surcharge will be included with any credit card payments.
- Hidden in the Hills participants must complete 8 hours of volunteer service for the Sonoran Arts League, between January 1 and December 31, 2024. If the participant is unable or unwilling to complete their volunteer time, the hours may be paid for at a rate of \$25 per hour to the Sonoran Arts League.
- Partners doing collaborative work may pay one fee and will receive one listing in the Hidden in the Hills artist directory and website.

GUEST ARTIST / HOST STUDIO MATCHING

- It is the responsibility of the guest artist to find a host studio.
- A Host Studio / Guest Artist Match-Up will be held (in person) on Saturday, March 30, 2024, at the Holland Center, 34250 N. 60th St., Scottsdale, to help facilitate connection between artists and host studios.
- Guest artists are required to be matched with a host studio prior to completing registration.

PERMITS & LICENSES

- Applicable state (AZ TPT) and local licenses* are required for Hidden in the Hills participation. All participating artists must provide copies to the Sonoran Arts League prior to June 14, 2024, and display them during the event dates at your physical location.

**Cave Creek and Scottsdale both require a business license ~ you will be required to have a business license from either town/city if your host studio is within the town/city limits.*

The Hidden In The Hills Committee is here to help with anything Tour related.

If you have questions or need help, please contact someone on the HITH Committee:

- Co-Chair - Jane Boggs ~ jjboggs2012@gmail.com or (480) 283-7801
- Co-Chair – Gail Haire ~ gailhaireart@gmail.com or (703) 966-7334
- Secretary - Nancy Palmisano ~ nancy@nancypalmisano.com or (480) 326-5451
- Social Media - Jules Gallatig ~ middledredstudios@gmail.com or (215) 205-9814
- Marketing (Advertising & PR) - Carole Perry ~ carole@laughingglass.com or (480) 239-2463
- Newsletter – Lynda Abare ~ lynda@5acrearts.com or (480) 221-2234
- Technical Support – Rachel Karls-Gomes ~ rkg.cavecreek@gmail.com or (480) 849-3942
- Permits - Dick Mueller ~ dick@coyotecrossingstudio.com or (480) 416-9479
- Signage – Joanie Wolter ~ Joanie.wolter@gmail.com or (562) 225-2552
- Studio 1 Youth Art - Robin Ray ~ robinnst49@gmail.com or (480) 567-4197
- Directory Advertising - Gail Haire ~ gailann06@gmail.com or (703) 966-7334
- Directory Advertising – Carole Tenwalde ~ carol@blingbeadedbaubles.com or (707) 888-4215
- Archives - Judy Darbyshire ~ (480) 488-9286
- Art from the Heart – Chris Heede ~ chrishuede@gmail.com or (948) 229-7006



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2024 Hidden In The Hills Key Dates

Please Note: The Sonoran Arts League will make every effort to honor dates as outlined in the schedule below. However, some dates, times, and locations may change. Please read all email announcements regarding Hidden In The Hills for the most up-to-date information. **Revised 3.26.2024**

DATE	DESCRIPTION & DETAILS
Tues., March 26	Guest Artist Registration Opens (online)
Sat., March 30	MEETING: Guest/Host Match Up Day at The Holland Center, 34250 N. 60th St., Scottsdale 10am -12pm
Mon., April 22	DEADLINE: Guest Artist Registration Ends
Date TBD	New Artists Meetup with Jules Gallatig. Jules will share her first-year HITH experiences and answer questions. Date, time and location TBD
Tues., May 7	Artist Directory Cover Artwork Submission Opens (online)
Tues., May 21	DEADLINE: Last Day to Submit Cover Artwork
Wed., May 31	DEADLINE: Early Bird Advertising
Mon., June 3	COVER ART FINALISTS: Original art submission to Holland Center ~ 9am
Fri., June 28	DEADLINE: Last Day Request Participation Refunds
Fri., June 28	DEADLINE: Advertising and Payment Deadline
August 1-25	Digital Artist Proofing by Section
Sat., Sept. 20	DEADLINE: Final Artist Directory Proofing ~ artist listings, media page, map and advertisements *Mandatory for all participants ONLINE-No Meeting!
Dates TBA: 1. HITH map 2. Directory	MATERIAL PICK UP: 1. Hidden In The Hills Map available 2. Artist Directory Pick Up & Show Instructions ~ Sonoran Arts League Studio
Fri., Nov. 15	MATERIAL PICK UP: Host Studio Signs & Bag Pick Up at Cuvee Studios 8am – 12pm, 31550 N. 70 th Street, Scottsdale, AZ 85266 (Phone: 562-225-2552)
November 22, 23, 24, Nov. 29 & 30, Dec. 1	2023 Hidden In The Hills Artist Studio Tour
Mon., Dec. 2	MATERIAL DROP OFF: Host Studio Bag Drop Off at Cuvee Studios 8am – 12pm, 31550 N. 70 th Street, Scottsdale, AZ 85266
Mon., Dec. 2	DEADLINE: Artist Survey Submission Deadline
December 31	DEADLINE: Last Day to Report Volunteer Hours Any hours not completed will be billed at a rate of \$25/hour