HOST BUSINESS CHECKLIST

BEFORE THE ART WALK

1. Fill out and submit the Business Registration Form. This form included the Waiver of Liability form. By filling out this form you are adding your business to the list of available host business locations. Artists will be provided this list. If an artist(s) selects your business they will contact you directly. The deadline for registration is July 15th.

2. Confirm that you and the artist(s) will work together. You and the artist(s) will make arrangements regarding the set-up/ method of display/ teardown/ sales of their work/scheduling their mini opening/promotion day..

3. You and your guest artist will schedule a 3 hour mini art opening to take place within your business during the Art Walk. This can be any day or time within the advertised week of the Art Walk. You and your guest artist will work together to create a mini event to promote your business and the artist. This event is intended to allow each artist to have more meaningful time with their friends and followers. This is meant to be a time of celebration to spotlight both your business and their artwork. Every host business will be expected to advertise a promotion the same day as the artists’ mini opening. This promotion should be unique to your business and should fit what you think will best promote your business. The promotion could include but is not limited to a discount for shoppers who also purchase a piece of art, a themed menu item, a discount of select merchandise or a free treat with a purchase. This is a great opportunity for people to spend more time shopping in your business and take advantage of your special promotion. We hope people will also spend more time with the artist and possibly buy artwork. If you wish to include a musician or performer as part of your mini opening/promotion day there will be a provided list of interested performers. Artists and businesses will be responsible for scheduling performance times, location and possible compensation for the performers. All mini art openings and promotions will be listed on a master schedule that will be advertised and promoted by the Pop-up Art Walk committee. Your showing artist will be responsible for registering the mini opening/promotion day. The deadline for registration is August 28th. Registrations done after the deadline will not be included in the promotional and marketing materials.

DURING THE ARTWALK

1. All artwork must be hung/on display in your host business by the advertised start time of the art walk. Saturday September 5th.

2. The “Laramie Pop-up Art Walk” flag will be displayed securely outside your business location throughout the event.

3. The artist(s) will be present at your location during the 3 hours of the mini opening.

4. You as the host business will have a day long promotion the same days as the artists mini opening.

5. The artist(s) will be present with their artwork throughout the day on the closing Saturday of the week. Saturday September 12th.
AFTER THE ARTWALK

1. PLEASE fill out our survey. It really helps us improve the event and to apply for funding.
2. Pay attention to our social media and marketing outlets. We hope to someday see this event expand to more than once a year.