



2012 Northport Art Walk - Presented by the Northport Chamber of Commerce and the Northport Arts Coalition

We wish to thank you for your offer to be a Hosting Merchant of the upcoming 2012 Northport ArtWalk.

The **3 Sunday** afternoon events will be from **1-5PM**.
Dates: April 15, May 20, June 17, 2012

The Artists: The Northport Arts Coalition is building up a roster of fine quality Artists.

The Hosting Merchants Responsibilities:

- A Hosting Merchant agrees to make available space to showcase the work of contributing Artists.
- The Hosting Merchant must commit to be open & staffed on the days of the ArtWalk.
- There will be a mandatory orientation meeting for all Hosting Merchants.
- The Hosting Merchant agrees to take active participation in the celebratory and advertising aspects of the events, i.e. refreshments, signs, announcements, social networking postings...

HOSTING MERCHANT		
Hosting Merchant	\$100 for all 3 ArtWalks	<ul style="list-style-type: none"> • Listing in Tri-fold brochure • Listing in print ads • Listing & links on website & all online promotions

- A \$25 surcharge will apply for non-members of the Northport Chamber of Commerce

Payment is due no later than March 1, 2012

Make Check Payable to: Northport Chamber of Commerce.

Address: Northport Chamber of Commerce, ArtWalk Committee. PO Box 33, Northport NY 11768

Tear Here

I _____ Representing the _____ establishment, hereby make application to become Hosting Merchant in the 2012 Northport ArtWalk. I/we release, forever discharge, and hold harmless the Northport Chamber of Commerce and Northport Arts Coalition from all manner of actions, suits, damages, claims, and demands whatsoever in law or in equity from any loss or damage to property of the undersigned while in possession or under the supervision of the Northport ArtWalk participating venues, their agents, representatives or employees. I/we consent to enforcement of all rules relating to the Northport ArtWalk. I/we give permission for photos or depiction of my/or business to be used for ArtWalk promotion purposes.

Merchant Signature _____ Date _____ Witness: _____

ADVERTISING

- **BROCHURE:** We will be designing a Tri-fold brochure, which will be distributed before and throughout the 6-month event. The brochure will contain a map of Northport including markings of the Hosting Merchants. There will be available space for listings of Sponsoring Merchants as well as additional space for those Merchants choosing to buy additional advertising.
- **INSERTS:** This brochure will house an additional insert for each event listing the participating Artists since the Artists and their locations will change month to month. Additional opportunities for sponsorships will be available for these inserts.
- **WEBSITE:** The Art Walk Committee has a website that will be available for links to Artists and to Sponsoring Merchants.
- **SOCIAL NETWORKING:** The Art Walk Committee has a social networking presence i.e. Facebook and Twitter and will be using these to promote the event.
- **PRINT ADVERTISING:** The Art Walk Committee plans to advertise these events in Newsday and all local Newspapers.
- **ANCILLARY NETWORKING:** The Art Walk Committee plans to use the extensive quantity of New York and Long Island online listing services now available via networking sites.
- The Art Walk Committee will be seeking a Sponsor to commit to major funding of this project.

ADDITIONAL ENTERTAINMENT

- Musicians will be invited to entertain our visitors at various locations through out the town.
- Potentially there will be Clowns and Face Painting activities for children.

This season of the 2012 Northport Art Walk is meant to be more than just an Art Show.

We are glad that you will be joining us in this event!

Northport Artwalk Committee:

Flemming Hansen, Dorothy Walsh, Dan Paige, Nina Accorsini Sangimino, Ela Dokonal, Lisa Harris and Mary Ahern.

For additional information please contact: NorthportArtWalk@gmail.com
Northport Chamber of Commerce phone: 631-754-3905