



The Tioga Arts & Agriculture Trail is a countywide, self-guided tour through the area's finest art studios and farmland. We are asking artists and farmers living or working in Tioga County to join us in showcasing and selling your artworks, crafts, and products. If you would like to participate, complete the application below and submit it by February 17, 2018. For more information, contact Ian Barrett-Sargent, Project Coordinator, at [artstrailtioga@gmail.com](mailto:artstrailtioga@gmail.com).

## APPLICATION

Name \_\_\_\_\_

Marketing Level & Additional Benefits (see page 2) \_\_\_\_\_

Medium \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

Participation (Check all that apply)  Studio  Gallery  Farm  Volunteer

\*If you are an artist living in Tioga County and do not have studio space contact Ian, Project Coordinator.

How did you hear about this event? \_\_\_\_\_

Please note that all applications will go through an approval process. We will inform you of your application's approval by email. We reserve the right to refuse any application at our discretion.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Yes. I would like to receive emails from the Tioga Arts Council and Tioga Arts & Agriculture Trail

-Applications can be submitted by email, mail, or in person at the Tioga Arts Council

-Payment due February 17th for membership, participation, and any other marketing benefits



### Christina Di Stefano

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### Ian Barrett-Sargent

Project Coordinator  
Tioga Arts & Agriculture Trail  
[artstrailtioga@gmail.com](mailto:artstrailtioga@gmail.com)



## STANDARDS FOR PARTICIPATION

1. Space must reside in Tioga County and be ready to accept the public
  2. Member of Tioga Arts Council + \$25 entry fee - See Ian or Christina with questions
  3. Original work created by artist or farmer only
  4. Must submit 5 photos of work and/or location that can be used for promotional purposes
  5. Participant and space is available to the public for the dates and times designated for the trail
  6. Trail participant must promote trail event through professional network and marketing channels
  7. Other ways to participate
    - Snacks or beverage available to trail participants
    - Complementary item for trail participants
    - Demonstrations/tours throughout the day - Works best if demos/tours are scheduled for a specific time
    - Live music accompaniment on-site
    - Complementary tastings of featured products
    - Free item(s) raffle to attendees
- \*\*\* Must select one or more items from #7, or get approval from Ian or Christina

## BENEFITS FOR PARTICIPATION

1. Have your studio/business/farm listed on event website and brochure
2. Receive a professional photoshoot of artwork, studio, or location - Photo Appointments Feb 1 - 17
3. Gain exposure through comprehensive marketing campaign
4. Participate in a wildly fun event supporting local artists and farmers that will drive traffic to Tioga County and stimulate the local economy

## TRAIL MARKETING LEVELS

- Bronze + \$25 - Standard benefits for participation and 2 Facebook posts leading up to the event  
 Silver + \$50 - Standard benefits for participation, 2 Facebook posts (1 sponsored)  
 Gold + \$100 - Standard benefits for participation, 2 Facebook posts (2 sponsored), Featured listing on website homepage

## ADDITIONAL MARKETING BENEFITS [MARCH - JUNE]

- \$35 - Featured cover photo on Facebook page, or website's Arts or Agriculture landing pages  
 \$50 - Featured photo gallery or video on homepage under Arts or Agriculture sections  
 \$75 - Featured photo on event website home page

\*\*\* These marketing opportunities are available on a first-come, first-serve basis, and are available for the duration of the campaign which will run from March 1, 2018 - June 30, 2018. The Project Coordinator reserves the right to approve or produce content for these opportunities.

PLEASE NOTE PARTICIPATION LEVEL AND ANY OTHER MARKETING BENEFIT YOU ARE APPLYING FOR ON APPLICATION



## APPLICATION - STATEMENT

Artist Statement & Interview Questions For Visual, Musical & Culinary Artists:

First-person voice; approximately one paragraph. Use these questions to guide your response:

- How long have you been practicing your mode of art?
- Describe your medium and what draws you to it.
- What compels you to make art?
- Who are artists you admire or are major influences on your development?
- What do you hope to achieve through your art?
- Do you have a favorite quotation that you think summarizes your body of work?
- How has upstate New York influenced your art?
- *Note: Your statement is subject to edits.*

For Literary Artists:

In place of artist statement, provide a professional bio in third-person listing relevant publication background; approximately one paragraph.

Additional interview questions (optional; for promotional purposes)

- How long have you been practicing your mode of writing?
- Describe your genre and what draws you to it.
- What compels you to write?
- Who are artists you admire or are major influences on your development?
- What do you hope to achieve through your writing?
- Do you have a favorite quotation that you think summarizes your body of work?
- How has upstate New York influenced your writing?
- *Note: Your statement is subject to edits.*

Agriculturist Statement & Interview Questions

First-person voice; approximately one paragraph. Use these questions to guide your response:

- Describe your business; how it came about; what products and/or services it offers.
- How long have you been in the agriculture business? What drew you to this profession?
- Do you have a philosophy that guides your business model?
- How has upstate New York influenced your business development?
- Do you have any special promotions, events, or items?
- *Note: Your statement is subject to edits.*

**\*\*\*Statements are due February 17th with trail application and payment**