



Alto Artists Tour  
PO Box 447  
Alto, NM 88312

[www.AltoArtistsTour.com](http://www.AltoArtistsTour.com)

# ALTO ARTISTS TOUR

## APPLICATION GUIDELINES 2024

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Please read the application and guideline pages completely. There have been a few changes made to participation and volunteer duty requirements.

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- Submission deadline: **February 28<sup>th</sup>, 2024**
- Participation fee is **\$150.00 per participant**. Artists that collaborate may apply as one artist if, and only if, they collaborate on each art piece to be offered for sale. Otherwise, two artists exhibiting at one site must each submit an application and pay the participation fee.
- The Board reserves the right to accept or refuse sites or artists.
- **All Artists must have a valid NM CRS sales tax number** and report it to AAT. It is the artist's responsibility to have liability insurance for his/her studio/site. Alto Artists Tour does not provide insurance and is not responsible or liable for any accidents or injuries during the Tour.
- Site hosts are encouraged to make available space for one or more artists to show their work.
- Site hosts reserve the option of refusing artists to display their work in their site.
- Participants must agree to **COMPLETE** set-up prior to the opening time of the Tour and to have work displayed the entire length of the show.

Artists are expected to attend 6 meetings during the repertory months of the Tour (January – August). **"Artists MUST attend 75% of the 6 scheduled meetings"**

- Artists are required to solicit at least two sponsors for a total of \$100 in sponsorship funds. Sponsor levels are \$50 (Bronze), \$100 (Silver) and \$200 (Gold). All sponsors are listed in the brochure and Gold sponsors are represented by flags at the Spencer Preview Party.
  - Artists have the option of being their own sponsor for \$100 in order to opt out of solicitation.
- All artists are required to participate in the ALTO ARTIST PREVIEW PARTY at Spencer Theater for the Performing Arts on the Thursday night before the Tour.
- All artists are required to donate one artwork for the silent auction held during the Spencer Preview Party. Artwork offered will have a minimum value of \$50.00 for the auction. All proceeds contribute to AAT production costs.
- Alto Artist Tour is an all-volunteer organization. Each artist is required to volunteer on at least one Committee. These committees will be further described in the Volunteer Duty Choices. (See attached pages) Each artist can

indicated 3 committees you are interested in joining. The AAT Board will assign you to at least one committee by the March membership meeting. (Be sure to attend so you can meet your committee)

- Complete Volunteer checklist on Application Form
- 2024 tour meeting dates are on the third Wednesday of the months indicated:
  - **January 17, 2024**
  - **March 20, 2024**
  - **May 15, 2024**
  - **June 19, 2024**
  - **July 17, 2024**
  - **August 21, 2024**
- 2024 Tour Meetings will be held at the Sonterra Fire Station on Airport Road (Hwy 220) at 5:30 pm.
- All artists are required to ask tour guests to complete the survey (**to be handed out at June meeting...don't miss this meeting**). These surveys are vital to complete requirements for obtaining Lodger's Tax, and other funding for advertising in the next year. (Last year's surveys were well done!)
- **In accordance with New Mexico's Health Laws, all food distributed at your site must be PRE-PACKAGED (not homemade or served open).**
- **Also, in accordance to New Mexico's Liquor Laws, artist are NOT ALLOWED to serve any alcohol without a license during the tour. It is a Fourth Degree Felony to serve alcohol to the public at a non-licensed site.**

## Volunteer Requirements

**Alto Artists Tour is an all-volunteer organization.** When you are accepted to participate in this year's tour, you become an active **member** of our organization for the year and are expected to willingly work to make this tour a success.

**Each Member Artist** is required to volunteer their time performing certain tasks to enable the success of the Tour.

**All Member Artists** are required to distribute brochures in July.

**Each Member Artist** is required to distribute **Sponsor signs** to their Sponsors in July and collect their Sponsor sign no later than the week following the tour and bring them to the last meeting on **August 21st** to be returned to storage.

**Each Member Artist** is required to choose 3 committees you that you would be willing to participate and work to complete assigned duties.. **The Board** will appoint you to work with 1 or 2 of your choices to you in order for you to meet your volunteer requirements. This appointment is done so that all necessary goals are met to make the tour a success.

Please read the following descriptions and choose **3 committees** you are willing serve on to complete for your volunteer requirements. **Indicate your choices on the application form.:**  
*(Keep this paper so that you understand your commitments for the committee you are assigned to join.)*

## BANNER COMMITTEE

- Obtains permits for both over the street banner and the tennis court banners at Ruidoso Village Hall. The forms can be filled out there or taken home and return to Village Hall by the 10th of February (You will be furnished with examples)
- When you have the banner permits completely filled out and taken to the Village of Ruidoso, they will then give you a copy of the permit, along with an orange sticker that will need to be **placed on both the over the street banner and the tennis court banner in the lower right hand corner, before they are put up.**
- Obtain both the large over the street banner and the smaller banner (in box) from our storage unit by June 25th. Take the over the street banner (not the smaller banner) to the Ruidoso Street Department at 200 Close Drive **before July 1<sup>st</sup>** along with the banner permit and the orange sticker that you were given at the Village of Ruidoso. Notify them that our banner needs to go up the Monday right after the Lincoln County Art Loop is over.
- The smaller banner can be put up anytime after you obtain it from the storage unit **on the tennis court chain link fence with zip ties (provided)**. The orange sticker must be placed before you put on fence. You will see other banners for events placed on the fence so put ours where it will be seen as well.
- On the Monday after our Tour is over, the over the street banner must be picked up at the Ruidoso Street Department and taken off the tennis court fence. Then return to our storage unit.

## ADVERTISING COMMITTEE

- **Contact** newspapers and magazines for deadlines and cost for advertising.
- **Request** the name and number of the contact person responsible for working with us from each publication The deadlines for our advertising in any publication is typically **end of March**
- Write press releases to newspapers and magazines. Press Releases to be *reviewed by President prior to submittal.*
- **Send** all the advertising information of the publications to **Michele Moroney**, our brochure/advertising creator
- **Contact** radio stations for an interview spot as the Tour draws closer

## SOCIAL NETWORKING COMMITTEE

- **COMMITTEE CHAIR** will train members of the committee
  - **Computer skills a must**
  - Will teach committee members how to create and schedule posts for artists/sponsors
  - Tell who to contact to get necessary information for posts
  - Will create schedule for posting and oversee posts (**1st of May through 1st week in August**)
  - Set up Instagram account so we can connect ads to this medium.
  - Sends **Website manager** information concerning Member Artists and current Sponsors.
- **Artist Ads** on Facebook (two persons job!)
  - Gather Artist information, photos, logo, etc.
  - Create and post ads according to schedule created by the Committee Chair (**May through 1st week of August**)
- **Sponsor Ads** on Facebook (one person job!)
  - Gather Sponsor information, photos, logo, etc

# ALTO ARTISTS TOUR APPLICATION FORM

## 2024 APPLICATION DEADLINE: February 28, 2024



NAME \_\_\_\_\_

COMPANY NAME, if applicable \_\_\_\_\_

ADDRESS \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

WEBSITE \_\_\_\_\_

STUDIO ADDRESS (only if using as a host site) \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

PHONE NUMBER (cell) \_\_\_\_\_ (home) \_\_\_\_\_

Valid NM CRS sales tax number \_\_\_\_\_

PLEASE CIRCLE ONE:

- I WILL UTILIZE MY OWN STUDIO/SITE FOR THE TOUR
- I WILL REQUIRE PLACEMENT IN A HOST SITE FOR THE TOUR
  - If you have a placement preference, provide address/information above.

**Participation fee \$150.00** per participant (*FEE will be deposited upon acceptance.*)

**SPENCER THEATER PREVIEW PARTY:** Thursday, August 1st, 5-7 pm

**TOUR DATES:** Fri/Sat: Aug. 2 & 3 10-5 pm: Sunday Aug. 4 12-4 pm

**APPLICATION PACKAGE INCLUDES: APPLICATION, GUIDELINES, & VOLUNTEER DUTY CHOICES** (All portions of the application package must be completed in its entirety, or it will not be accepted)

SEND APPLICATION PACKAGE TO: **AAT PO Box 447 ALTO, NM 88312**

- SIGNED APPLICATION FORM
- SIGNED GUIDELINES /VOLUNTEER DUTY CHOICES
- ARTIST STATEMENT: Written in 3rd person, approx. 60 words or less, **HARD COPY CAN BE MAILED**, or a DIGITAL/PDF can be sent to email address below
- PAYMENT MADE OUT TO AAT (**due with application**)
- **3 QUALITY Photo of NEW Artwork:** email to **swimberly73@hotmail.com**
  - Images must be 300 dpi, formatted in JPEG.
  - Label each image: Title\_Artist.jpg
  - Include the medium, dimensions and a description of each piece
  - **A Photo of yourself with an artwork in your studio:** Label: Artist\_ artwork.jpg
  - **AAT reserves the right to use/reproduce images for advertising**

I have read the application for the **2024 Alto Artists Tour**. I agree to the terms and conditions of this application. I certify that **my photos are of my own work and I own the rights to them**. I further agree that AAT may use all images submitted in the brochure, print advertising, and Facebook ads to promote the Tour as well as, any and all, current or future advertising.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_



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# ALTO ARTISTS TOUR

## GUIDELINES FORM 2024

Please read the application and guideline pages completely as changes have been made to the participation and volunteer duty requirements

**Submission Deadline: February 28st, 2024.**

**Participation fee is \$150.00 per participant.**

Artists that work together may apply as one artist but **MUST collaborate on each artwork**, Otherwise they must each submit a separate application.

**All artwork must be original**; created and signed by the participating artist.

- Artist must have a sufficient current inventory available for sale.
- Prints, giclée and reproductions of the artists' original work is acceptable.
- To facilitate maximum sales, artists are strongly encouraged to offer work in a variety of price ranges, from low to high.

**The Board** reserves the right to accept or refuse sites or artists. **Site hosts** are encouraged to make available space for one or more artists to show their work. Site hosts reserve the option of refusing artists to display their work at their home site.

- **All Artists must have a valid NM CRS sales tax number.**
- **It's the artist's responsibility** to have liability insurance for his/her studio/site. Alto Artists Tour does not provide insurance and is not responsible for any accidents or injuries during the Tour.
- All Member Artists agree to **COMPLETE set-up prior to the opening** (10am on Friday morning) and have work displayed the entire length of the show (until 4pm on Sunday)
- **Member Artists must attend 75% of meetings**, and obtain at least two Sponsors. Sponsor levels are:
  - \$50.00(BRONZE)
  - \$100.00(SILVER)
  - \$200.00(GOLD)
  - All Sponsors are included in our brochure.
- **Artists have the option of being their own Sponsor** for \$100.00 or obtain one Sponsor at any level and **Self-Sponsor for \$50.00** instead of obtaining outside Sponsors.
- **All Member Artists** are required to participate in the pre-tour reception at the Spencer Theater
- **All Member Artists** are required to donate one piece of their own artwork for the silent auction at the Spencer Theater pre-tour reception, to help contribute to AAT costs. Artwork offered will have a **minimum value of \$50.00** for the auction.
- **Alto Artists Tour is an all-volunteer organization.** Each artist is required to volunteer their time helping with the Tour. Included with your application and guideline page are the

- Create and post ads according to schedule created by the Committee Chair (May through 1st week of August)

### **SPONSORSHIP COMMITTEE**

- **Committee Chair** receives the Sponsorship information forms and checks from Artist Members
  - Reviews each check to see if additional info needs to be included on the form and gets checks to Treasurer
  - Keeps the sponsorship forms and creates a record of each sponsor, their address, and level of sponsorship: GOLD, SILVER, BRONZE
  - Keeps the **Brochure Chairperson** and **Facebook Sponsor person** informed of all sponsors and their level of sponsorship
  - Informs the President of all Sponsors so the Website manager can be updated by President
- Creates and sends special invitation to Sponsors before Spencer party
- Creates and sends a Thank You letter to Sponsors after Tour.
  - Invitations and Thank You letters are to be reviewed by the President prior to any mailing

### **BROCHURE COMMITTEE**

- **Committee Chair** oversees the layout of the Brochure with the Media Expert creating the Brochure
  - Creates distribution list with sites where brochures are to be distributed.
- Ensures that **every Member Artist signs up for a distribution** area pursuant to the distribution area page provided to you
- Picks up boxes of brochures and keep boxes to be passed out to artists
- Contacts Member Artists, if particular site needs more brochures

### **MAP COMMITTEE**

- **Committee chair: some computer skills needed**
- Researches each **Artist Member/Site Host address**
  - Artist/Host name and address Site for creation of map
- Draws the Brochure map with all information needed (you may refer to last year's map)
- Bring new map to **April meeting** so Artist Members may view and add corrections
- Sends corrected **map in pdf form** to President
  - President will review and ensure map is incorporated into brochure

### **SILENT AUCTION COMMITTEE**

- Committee Chair
  - Receives all info from Member Artists about their donation piece for the Silent Auction
- Make information tags, i.e., artist/title, etc. for each piece to be placed with donation for auction
- Create silent auction sheet for each piece with starting bid price
- Conduct the Auction during the party
  - Take payments for each piece and get info from each buyer
  - Set up AND tear down display of donation pieces at Spencer
  - Make sure Artists take their signs and flags and collect forgotten items

### **SIGN COMMITTEE**

- Works with Sign Company.

- Takes Gold Sponsor signs to be redone.
  - Have Gold Sponsors put on signs
  - Make large Sponsor Board with the list of all Sponsors for Spencer party
- Sets a time and date for each artist to pick up directional and sandwich board signs from storage unit
  - Keep track of each Member Artist: how many signs needed, taken
  - Check the signs back into storage
  - Make the arrangements for the Flag person to pick up Flags from the storage unit for Spencer Party
- Pick up flags and Gold Sponsor signs from storage unit
  - Take all flags to Spencer Theater the afternoon of the Party
  - Install flags and Gold Sponsor signs in ground along Theater driveway
  - Make sure that each **Host site takes their flag and Gold sponsor sign(s)** with them after party is over

### **SURVEY COMMITTEE**

- Receive survey forms from President via email
  - Bring survey to July Meeting so that Artist Members may make copies for distribution during Tour.
  - Send out email copies of survey to Artist Members so they may make copies for distribution during Tour
- Collect survey questionnaires after Tour **at the August meeting.**
- Compile a spreadsheet of info from questionnaires for Lodger's Tax
  - Name, address, phone and email of attendee
  - where tourists stayed (lodging, local resident, summer home, friend)
  - how they heard about the Tour

**KEEP THIS PAPER SO THAT YOU UNDERSTAND YOUR COMMITMENTS FOR THE COMMITTEE YOU ARE ASSIGNED TO JOIN!**

Artist Members should be proud of our organization. Please choose how you can assist in making this tour a success! **Indicate your choice on the Application Guidelines Form and send it along with your application and yearly fee to:**

**Alto Artists Tour  
PO Box 447  
Alto, NM 88312**

Volunteer Duty pages with a list of all duties. **You must choose 3 committees** you are interested in joining. *The AAT Board will **appoint** 1 or 2 of your choices to you for your volunteer work.*

- BANNER COMMITTEE**
- ADVERTISING COMMITTEE**
- SOCIAL NETWORKING COMMITTEE**
- SPONSORSHIP COMMITTEE**
- BROCHURE COMMITTEE**
- MAP COMMITTEE**
- SILENT AUCTION COMMITTEE**
- SIGN COMMITTEE**
- SURVEY COMMITTEE**

- **2024 Meeting Dates:** *The dates and times are as follows:* 1/17, 3/20, 5/15, 6/19, 7/17, 8/21 at 5:30 pm @ Sonterra Fire Station on Hwy 220.
- All Member Artists are required to ask Tour guests to complete the survey during each day of the Tour. These surveys assist us with requirements the Lodger's Tax requires for our annual funding requests for advertising support.
- **All food must be PREPACKAGED (no homemade or served open), pursuant Lincoln County Health Laws.**
- **Artists are NOT ALLOWED to serve any alcohol during the Tour in accordance with New Mexico State laws. Serving alcohol to the public at a non-licensed site can result in a FOURTH-DEGREE FELONY.**

By signing this, I acknowledge that as a **Member Artist**, I will be representing the Alto Artists Tour. I have read, understand and agree to the terms of the Alto Artists Tour Guidelines.

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

**Return this form with your application!**