

Dear artist,

The Commonwheel Festival Committee is look forward to interacting with you to create the Virtual Artists Festival! On July 21, the form you need to fill out with all your images and make the payment will be available. You will want to read this email and have images and statements prepared before you fill out that form. Some images can be sent later, but to get your page started and start our FaceBook promotions, we need some images from you and the payment.

Here's what you need to do next.

By July 30th, pay the fee and fill out information about items for sale at :

<https://www.commonwheel.com/virtual-festival-form.html>

- 1. Pay \$50, if we have your 2020 jury fee; or \$85 fee if you did not jury in for 2020 festival.**
- 2. Your Name**
- 3. Your Business Name**
- 4. City and State where you live**
- 5. Email**
- 6. URL for Selling Platform - or can be a gallery you sell at**

This can be just your email if you have no other selling platform.

If you need to add more than one platform, you can also email that information after filling out the form.

7. Image Requirements

- **Upload 5-9 images** of art you will have available to sell and ship during the Virtual Artists Festival dates. *(You can have more items on your selling platform also available.)*
 - *If you want a particular one to be the main image, upload it first*
 - *A second view of your art piece can be added, but not required*
- **Image Minimum Sizes Required for Videos and Artist page:**
 - Height: 300 dpi 3.6" (1080 pixels) or 72 dpi 15" (1080 pixels)
 - Width can be smaller, but no wider than 300 dpi 4" (1224 pixels) or 72 dpi 17" (1224 pixels)
 - *Height is most important if you want an image to show properly.*
 - *If you have 2 views of 1 art piece, we will work to make them show off as large as possible.*
 - *If you need help determining if your images are the proper size, email us.*
- **Title**
- **Price**
- **Media**
- **Short Description: dimensions, materials, etc.**

8. Upload one image of yourself, a booth shot, a grouping of your work or your studio

9. Two to five sentences about yourself and your art to go on your Artist page.

Boxes to Check (or yes or no question?)

- I will create promotional Videos
- I will offer a Festival Special

If the online form for any reason does not work for you, send an email and we will work with you to get it done.

A few more deadlines to meet for optional ways to participate that will come after we have your fee and completed form:

- *Optional.* Tell us if you will be offering a Festival Special for sales during that time:
 - Free Shipping
 - % Off on certain or all days
 - Some other offer
- *Optional.* Create up to three, short, pre-recorded videos produced by you. Promotional videos are needed in August. The sooner we get them, the sooner we can use them to promote you and the festival.
- *Optional.* If you want to do 15-30 minutes of live video during the Festival, such as a demo, studio tour or Q&A. Calendar date(s) and time(s) you would like to host a live FaceBook or Zoom event during the festival dates.

Sales are strictly between you and the art patron who is purchasing your art as if at a real festival. By participating the virtual festival, it is your responsibility to ship all art that is purchased during the days of the festival very quickly.

After we have gathered all these bits of information from you, then the only other thing you'll need to do is fill the orders you receive!

Lots of work is going on behind the scenes that will soon show up on the web site and will also be shared on FaceBook.

**Thanks for joining us for this exciting adventure in the virtual world of art.
Commonwheel Artists Co-op**

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