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# Frank Bette

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CENTER FOR THE ARTS

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## Special call for art: FAAS/FBCA Fundraiser

The Frank Bette Center for the Arts (FBCA) and the Friends of the Alameda Animal Shelter (FAAS) will be co-sponsoring an online-only fundraiser. We are seeking art that features animals and Alameda, highlighting FBCA talented artists.

**Dates: March 4-14, 2021 online only.**

**Title: Paw Prints.**

**Entry Fee: None**

**Commission rates:** 40% for artists and 30% each for FAAS and FBCA. Artists will be paid 40% of the retail price they set for their artwork. FBCA shall pay the Artist within thirty-one days after the close of the fundraiser.

**Who may apply?** Any artist may submit 2D, 3D and crafts for this exhibit. Content must be suitable for family viewing, including children. There will be no Holiday Boutique this year, so craft artists are encouraged to apply. Art produced by FBCA members will be given priority.

**Online Auction and Sale Process:** We will auction or sell 100 items or more over 10 days. We are seeking:

- Paintings (watercolor, acrylics, oil) and photographs.
- Craft art (fine jewelry, textiles, ceramics, fused glass, mosaics, wood, paper arts, mixed-media, sculptures.

Please note that the online database must be created well in advance of the sale to determine the volume and variety of art items needed for the success of the online sale. For this reason, early entry is strongly encouraged. Early entries will be featured on social media and advertising to help create anticipation and excitement within the local community. Art that is submitted for the auction/sale cannot be substituted, withdrawn or sold elsewhere during the sale dates. Additional items may be added to the sale after it starts if requested by FBCA.

### **Deadlines for Submission:**

**All artists are encouraged to submit their entries prior to the deadline.**

- Photography (limit 3) deadline is February 15, 2021
- Craft items (limit 3 items) deadline is February 15, 2021
- Paintings (limit 3) deadline is February 15, 2021

## Submission Process

### 1. Plan your submission

- Each artist may submit up to 3 photographs or paintings (or sets of items). Craft items are limited to 3 items (or sets of items).
- Artwork may be produced on paper, canvas, wood, or metal. Artwork may have to be shipped so please submit unframed and un-matted photographs and paintings, with the exception of pastels.
- FBCA will select artwork based on how well the pieces fit with the animal theme, feature Alameda scenes, demonstrate artistic merit, and convey variety.

**Photograph sizes:** Please limit the images to one of the sizes in the table below.

Aspect Ratio	Print Size
1:1 (Square)	10x10" or 20x20"
2:3 (Rectangle)	8x12" or 16x24"
3:4 (Rectangle)	9x12" or 15x20"
4:5 (Rectangle)	8x10" or 16x20"

List prices for each size photograph, factoring in the 40% commission rate. For example, a 10"x 10" print might sell for \$28 and a 20x20 print for \$35.

**Painting sizes:** Watercolor, acrylic, and oil paintings should be no larger than a full size sheet of paper (22"x30").

**Craft sizes:** Please limit craft sizes to no larger than 12 x 18 x 8 as these items may need to be shipped. Craft sets (Ex: fused glass coasters or note card sets) will be considered as one item.

### 2. Complete the Fundraiser entry form

Download the fundraiser entry form from the Frankbettecenter.org website and carefully complete it. There are three ways for **artist sellers** to participate:

- Sell your work by listing a "bid now" price. In this case, the art will be sold and not auctioned.
- List a minimum auction price and hope potential buyers will bid against each other to drive up the price. FBCA will set incremental bid levels. Example: Incremental bid: \$10. This means subsequent bidders above minimum bid must bid up by \$10.
- Donate your work to the Frank Bette Center and we will split the proceeds from the sale with FAAS.

**Description of your art:** The description of each item is critical because it introduces you to potential buyers. Note the example to use as a reference. Tell a story or include your

approach to the medium. Do not hesitate to laude your accomplishments. Add your Website address if you have one. The auction site may not include a link, but the buyer can go to your website before bidding.

**jpeg image of each entry item:** Ideal sizes are 1240 x 850, but we can resize the image if needed. If photographed with a smart phone, please send “original” size.

3. **Submit entry form:** Submit entry form and jpegs to **Rosharper@gmail.com**

**Shipping:** Buyers will be encouraged to pick up sold online items at the gallery. FBCA will ship on request using USPS Priority Mail preferably in padded envelopes (9<sup>1/2</sup>” x 12<sup>1/2</sup>) or smart tubes (25 9/16” L x 6” W x 5 1/4 H) when possible. The buyer will cover the costs of shipping, so every effort will be made to send the items as safely and inexpensively as possible.

### **Art Delivery**

**Local Artist Sellers:** Bay area artist sellers will only need to bring their items to FBCA if the item is sold. In this case the item needs to be delivered to the gallery no later than 1 week of the online sale for FBCA to deliver the art to the buyer.

**Outside area Artist Sellers:** Artist sellers who reside outside the Bay Area will need to ship their sold art to the buyer and be reimbursed by FBCA for shipping costs.

**Donated art:** may be brought to FBCA any time prior to February 25, 2021. These pieces may become part of “packages” of art auctioned during the sale. (Example: Donated painting, dog treats, note cards and dog masks in an animal art canvas bag).

### **Publicity**

FBCA and FAAS will advertise on social media, email distribution lists and the Alameda Sun. Artists are encouraged to help distribute auction links to friends and family. FAAS has an extensive social media presence, so participating artists will receive good community exposure.