



Partnership Agreement

The 2nd Friday ArtWalk is intended to help local artists find community venues to display their talents and receive the recognition they deserve; while bringing people to our business districts to shop, eat, and be entertained! Participating venues can be offices, service businesses, retail shops, restaurants, entertainment venues, and art galleries/museums. The 2nd Friday ArtWalk is managed by the Chapel Hill Downtown Partnership and is open to venues throughout our entire Chapel Hill & Carrboro community.

Business or Venue Name: _____

Contact Name: _____

Address of Venue: _____

Contact Email: _____

Contact Phone Number: _____

2nd Friday ArtWalk management will provide the following:

- Dedicated website (www.2ndfridayartwalk.com) and calendar that will list all participating venues so that the general public can determine where to visit and what they will see. Each venue will list their event and artist information on the calendar; pending administrative approval.
- Social networking, email marketing, and press releases to the media will be used to help promote 2nd Friday ArtWalk.
- Each venue will receive a sidewalk sign that will be used for each month to help patrons locate participating venues. The replacement fee for a lost sign is \$35.
- As needed, we can help you find local artists to partner with to display their work. If you are feeling creative – we can provide other ideas for your business to get involved! Or explore here: <http://www.triangleartworks.org/>

As an active participant, we anticipate you will do the following:

- Pay \$100 as an annual membership fee. Your membership is active for 12 months after the fee is paid. All funds will be put directly into marketing and activities to promote the event as well as cost of materials like signs.
- As often as possible on the 2nd Friday of each month from 6PM to 9PM – host an event. We suggest include refreshments and entertainment to draw people in! Display your venue sign and any other marketing information.
- Post on the 2nd Friday Artwalk website all information for the coming event. Please include the artist's name, title and dates of exhibit, and medium – as well as venue address and website. This is the information we will use to generate press releases and marketing information – please be specific.
- Not hold The 2nd Friday ArtWalk or any of its agents responsible for any activities that occur in your venue as related to the ArtWalk.

Venue Contact Signature

Date

2nd Friday ArtWalk Coordinator's Signature

Date

Please send signed agreement and membership fee to:

Meg McGurk, Executive Director
Chapel Hill Downtown Partnership
308 West Rosemary Street, Suite 202
Chapel Hill, NC 27516
919-967-9440 / meg@downtownchapelhill.com / www.downtownchapelhill.com

