



Alto Artists Tour
PO Box 447
Alto, NM 88312

www.AltoArtists.org

ALTO ARTISTS TOUR

APPLICATION GUIDELINES 2025

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

Submission deadline: MARCH 3, 2025

**TOUR DATES: Fri/Sat: Aug. 1 & 2 10-5 pm:
Sunday Aug. 3 12-4 pm
Preview Party: July 31 5-7PM**

Participation fee is **\$200.00 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. **(Participation fee is non-refundable)**

- The Board reserves the right to accept or refuse sites and/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.
- All artists are required
 - *To attend and display their work* during the PREVIEW PARTY
 - *To donate one artwork for the silent auction* held during the **PREVIEW PARTY**. Artwork offered will have a minimum value of \$50.00 for the auction. All proceeds contribute to AAT production costs
- Artists are expected to attend 6 meetings during the repertory months of the Tour (January – August). **"Artists MUST attend 75% (at least 5) of the 6 scheduled meetings"**
- 2024 tour meeting dates are on the third Wednesday of the months indicated:
 - **February 19, 2025**
 - **March 19, 2025**
 - **May 21, 2025**
 - **June 18, 2025**
 - **July 16, 2025**
 - **August 20, 2025**
 - 2024 Tour Meetings will be held at the Sonterra Fire Station on Airport Road (Hwy 220) at **5:30 pm**.

- 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. However, you must still secure one other sponsor.

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 **Committee Choices.** (See attached pages)

- Each artist must indicate **3 committees you are interested in joining on the attached form.** 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 COMMITTEE GUIDELINE FORM**
- 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.
- 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, **artists 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 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 GUIDELINES form.:** *(Keep this paper so that you understand your commitments for the committee you are assigned to join.)*

BANNER COMMITTEE (1 person)

- **The President obtains permits** for both over the street banner and the tennis court banners at Ruidoso Village Hall.
- The President will 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 1st** along with the banner permit and the orange sticker that you were given by the President. **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 the orange sticker from the President. Remove it from the storage unit and attach it **onto 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, **banner** must be picked up at the Ruidoso Street Department and **banner** taken off the tennis court fence and return to our storage unit.

ADVERTISING COMMITTEE (1 person)

- **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 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 **Social Media Committee Chair**, our brochure/advertising creator
- **Contact** radio stations for an interview spot as the Tour draws closer

SOCIAL MEDIA COMMITTEE (6 persons)

- **COMMITTEE CHAIR** :Computer skills a must
 - **Oversees and tracks** progress of two committees offering assistance as necessary
 - **WEBSITE COMMITTEE (2 persons)**
 - **Chair**
 - **Maintains website** Pays fees
 - **Keeps passwords** available to President and VP
 - **Organizes** website design
 - **Vice Chair**
 - **Gathers documents** to post on site
 - **Gathers images** from artists
 - Posts images into website design
 - Posts artists' statements into design
 - Posts artists' links to their websites
 - **Gathers images** from sponsors
 - Posts images into website design
 - Posts sponsors links to websites into design

- **FACEBOOK COMMITTEE (Chair + 2 persons)**
 - **Chair**
 - **Teach** committee members how to create posts so uniformity of ads is present
 - **Create and oversee calendar** for posts and assign to members of committee
 - **collects** information concerning Member Artists and current Sponsors and **sends** to **Website manager**
 - **Artist Ads** on Facebook (two person job!)
 - **Gather** Artist information, photos, logo, etc.
 - **Create posts** according to schedule created by the Facebook Chair **(May through 1st week of August)**
 - **Sponsor Ads** on Facebook (one person job!)
 - **Gather** Sponsor information, photos, logo, etc
 - **Create posts** according to schedule created by the Committee Chair **(May through 1st week of August)**

SPONSORSHIP COMMITTEE (2 persons)

- **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 **Preview 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

Board determines # of brochures to be created

- **Brochure Chair:**
 - **Oversees the layout** of Brochure with the **Media Expert** creating the Brochure
 - **Researches** each Artist Member/Site Host address
 - **Examines the Brochure map** with all information
 - **Creates and brings new map to April meeting** so Artist Members may view and add corrections
- **Brochure Distribution Committee**
 - **Chair creates distribution list** with sites where brochures are to be distributed.
 - **every Member Artist signs up for a distribution** area pursuant to the distribution area page provided to you
 - **Oversees boxes** of brochures at distribution meeting in May
 - **Contacts Member Artists**, if particular site needs more brochures
 - **Collects left over brochures** at August meeting

SURVEY COMMITTEE (2 persons)

- **Receives survey form** from President via email
 - **Emails** form to members for them to print and use at their tour studio.
 - **Brings** surveys to July Meeting so that Artist Members may make copies for distribution during Tour.
- **Collects survey questionnaires** after Tour **at the August meeting.**
 - **Committee member compiles a spreadsheet** of info from questionnaires for Lodger's Tax
 - Name, address, phone, zip code, and email of attendee
 - where tourists stayed (lodging, local resident, summer home, friend)
 - how they heard about the Tour

PREVIEW PARTY (11 persons)

- **Chair** oversees all aspects of the Preview Party (1 person)
 - **Meet with venue** to establish fees, date, time (with President)
- **Table sign/badge committee** (1 person)
 - **Create map** of tables and assign artists
 - **Create** badges and table signs for party
- **Food committee** (2 persons)
 - **Meet with venue** to understand possible items
 - **Present menu** to board for approval
- **Flag Committee** (2 persons)
 - **Pick up flags** and Gold Sponsor signs from storage unit
 - **Take all flags** to Preview Party the afternoon of the Party
 - **Install flags** and Gold Sponsor signs in ground
 - **Make sure** that each **Host site** takes their flag and Gold sponsor sign(s) with them after party is over
- **SILENT AUCTION COMMITTEE** (2 persons)
 - **Receives** all info from Member Artists about their donation piece
 - **Makes** information tags, i.e., artist/title, etc. for each piece to be placed with donation for auction
 - **Creates silent auction sheet** for each piece with starting bid price
 - **Conducts** 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 Preview Party
 - Make sure Artists take their signs and flags and collect forgotten items

SIGN COMMITTEE (2 persons)

- **CHAIR**
 - **Works** with Sign Company.
 - **Takes** Gold Sponsor signs to be redone.
 - **Have** Gold Sponsors put on signs
 - **Makes** large Sponsor Board with the list of all Sponsors for PREVIEW PARTY
- **Committee sets a time and date** for each artist to pick up directional and sandwich board signs from storage unit
 - **Keeps track** of each Member Artist: how many signs needed, taken
 - **Checks the signs** back into storage

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

Alto Artists' Tour is a great volunteer 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**