



## **Exhibition Proposal/ Partnership Terms and Regulations**

### **Introduction:**

The City of Brea Art Gallery has operated as a fine arts regional exhibition space since 1980. It is a non-profit, non-collecting museum located at the Brea Civic and Cultural Center in northeast Orange County, California. The City of Brea Art Gallery is a community service of the City of Brea, a General Law City incorporated under the California Municipal Code in 1917. The exhibition area includes approximately 6,000 square feet and hosts four to five major exhibitions per year. All exhibitions are approved by the Gallery's Exhibition Committee as well as the City's Cultural Arts Commission.

### **Application Process:**

The City of Brea Art Gallery does not operate as a rental space. As a community service of the City of Brea, all exhibits hosted at the Gallery undergo a thorough evaluation process before approval. Annual exhibit schedules are typically finalized at least two years in advance. Organizations seeking to partner an exhibition with the City of Brea Art Gallery must complete a three-tiered application process:

- **Tier One – Application**
  - To initiate the proposal/partnership process, interested persons/organizations must complete the Exhibition Proposal/Partnership Application form and submit it to the City of Brea Art Gallery. Once received, the application will be reviewed by the Exhibitions Committee.
  
- **Tier Two – Formal Proposal**
  - If the Exhibitions Committee concludes that the application satisfies all mandatory criteria, the applicant will be asked to develop a Formal Proposal.
  - Formal Proposal to include samples/examples of works, visuals, research and history of previous or similar shows, concepts and ideas, as well as a full description of the exhibition and all related events, materials and collateral for the exhibition. Press from previous exhibitions as well as a full description of the vision and intent of the partnership and exhibition should be submitted as well.
  
- **Tier Three – City Approval /Contract Phase**
  - After the Formal Proposal has been submitted it will be evaluated by the Exhibitions Committee and Cultural Arts Commission. If the proposal is denied, you will be notified via email. There may be a follow up meeting with questions and concerns. If approved by the Cultural Arts Commission and the Exhibitions Committee, the proposal will go into the contract phase and terms will need to be negotiated, drafted and agreed to by all parties prior to final approval. If terms cannot be agreed upon by both parties, the proposal will be denied or be asked to resubmit.

### **Proposal/Partnership Eligibility:**

The Cultural Arts Commission evaluates proposals based on the following criteria:

#### **1. Community Interest**

The exhibition's subject matter is determined to be of specific interest to the Brea community based on focus groups, estimated admission numbers and past members from preceding comparable shows.

#### **2. Quality of Work**

The Gallery has the responsibility to seek out partnership with organizations and lenders that offer the opportunity to exhibit artwork of the highest possible caliber.

#### **3. Professional Level**

The participating artists are able to demonstrate that they have professional skill and training, and can produce current curriculum vitae or resume data confirming that they are a working, fulltime artist.

#### **4. Exhibition Partners**

Prospective partners are typically requested to demonstrate a history of achievement via letters from previous partners, promotional materials, etc. Prospective partners must also be able to demonstrate the capability of successfully conducting a nationwide jury process, garnering sizable artist awards, covering transportation of selected work, reception costs, access to lecture and workshop leaders, and maintain a general positive working relationship with past partners.

Approved exhibitions are overseen in their entirety by the City of Brea Art Gallery Staff. The Gallery reserves the right to finalize all installation decisions including: final curatorial decisions, exhibit layout, displays, labeling, fine art, determining insurance coverage, appropriate security, lighting, staffing during hours of operation, artwork sales, and marketing plans.

#### **Past exhibition partners have included:**

- National Watercolor Society
- Watercolor West
- Color Pencil Society of America
- LA Printmakers Society
- International Association of Pastel Societies
- Library of Congress
- Fashion Institute of Design and Merchandising
- Surfing Heritage Museum
- Skate Lab Skate Park
- Bergamot Art Galleries
- Smithsonian
- California Clay and Glass Society
- California State Universities and The Universities of California
- Claremont Colleges

## **Responsibilities:**

Organizations seeking to co-sponsor an exhibition with the City of Brea Art Gallery will assume partial cost for the exhibition. Partners shall assume responsibility for prospectus, jurying process, awards, art transportation, mailing/postage of invitations to show participants and members, as well as a portion of the reception costs to be spelled out completely in a formal contract.

Responsibilities of the City of Brea Art Gallery will include:

### **1. Exhibition Dates**

A mutually agreed upon 5 to 8 week exhibition period to take place during an available schedule opening. Openings generally fill up two to three years in advance and may be available during the following tentative times of year: Late January through March **or** Early July through Mid September

### **2. Insurance**

All artwork in the exhibition will be insured by Huntington T. Block Fine Arts Insurance, from the time that is delivered to the Gallery until it is removed from the Gallery at the end of the exhibition. Limitations on Fine Art Insurance to be discussed after the Proposal Phase has been completed. The City will pay for insurance unless additional insurance rider policies are required. The lender may be required to provide their own insurance.

### **3. Publicity & Promotion**

The City will design, print and mail promotional materials to the Gallery's mailing list. Postcards without pre-paid indicia will be provided to the partner, as well as the participating artists. It is the responsibility of the organization and artists to send printed notices to personal mailing lists. Digital versions of the announcement will be provided as well for posting on blogs, social media, email lists and event listing sites. The City maintains an email list and will also post to many social media and events listing sites.

### **4. Installation**

The City of Brea Art Gallery staff members are responsible for the installation of each show. Unless otherwise specified, the City reserves the right to finalize all installation decisions including: final curatorial decisions, exhibit layout, displays, labeling, fine art, insurance, security, lighting, staffing during hours of operation, artwork sales, and marketing plans.

### **5. Opening Reception**

The City of Brea Art Gallery provides a complimentary Opening Reception at the commencement of each exhibit. The City shall coordinate event set-up, volunteers, entertainment, and refreshments. The City shall retain all donations grossed. The Opening Reception shall occur on a Saturday between the hours of 7:00pm and 9:00pm.

### **6. Sales**

The City will retain 30% commission on all art sales as well as catalog sales, if applicable. Payment will be made directly to artists following the close of the exhibition for all artwork sold. Unsold artwork will be returned to the artist or the Partner as agreed in advance.

Responsibilities of Exhibition Partners will include:

1. **Show Expenses**

Partners will retain 100% of entry fees and pay for the Exhibition Juror, awards, art transportation and contribute funds toward the Opening Reception as determined in the contract phase of the exhibition planning.

2. **Catalogs**

Partners are responsible for the production and printing of catalogs, if applicable. Partners agree that the City of Brea retains 30% of catalog sale revenue. Partners will furnish the City with an agreed up number of complimentary copies for our reference library.

3. **Award Presentation**

If applicable, the Partner provides all awards.

4. **Prospectus**

Partner will provide the call-for-entry prospectus. A draft of the prospectus must be sent to the Gallery for approval prior to printing.

5. **Entry Restrictions**

The number of exhibit pieces shall not exceed 100, including (if applicable) the Juror's example piece. All works must be juried in and approved by the Gallery Exhibition Team.

6. **Artist Information**

The exhibit Partner will furnish the Gallery with a digital excel file with an alphabetized list of selected artists and artworks. The list must include the following: artist's or lenders first and last name, street address, city, state, zip, phone number, email address, website information, social media contact information, artwork title, medium, size, selling price, provenance and insurance values. Digital pictures of each selected work to be exhibited that correlate with the excel list of information is required.

7. **Artist Paperwork**

Partners will provide the Gallery with artist resumes/biographies and artist statements about the works in the exhibition. The Gallery will make these materials available to all visitors.

8. **Artwork Delivery & Return**

Partner will organize shipping and delivery arrangements of all artwork to the Gallery including subsequent return. Partner or participating artists are responsible for all shipping costs and insurance while in transit.

9. **Extended Gallery Hours**

Any requests to extend Gallery hours for special events must be completed in writing and must receive approval from the City in advance. Partners will be responsible to reimburse the City for any associated costs.

10. **Reception Costs**

Partner's share of the reception expenses will be one-half of the cost of food and beverages. If food and beverages are donated, Partner will pay any additional expenses or special requests for opening night entertainment.