



## BUSINESS PARTICIPATION INFORMATION

**Description:** The Second Saturday Lakewood ArtWalk on Madison is a collaborative effort between Lakewood is Art (LIA) and the Madison Avenue Merchants Association (MAMA). It is a free, self-guided tour of in-store art exhibits designed to highlight local artists and the businesses hosting them. The event is publicized through print and radio ads, posters and rack cards, social networking sources (LIA myspace.com and facebook.com page) and through artist and merchant mailing lists and website.

Participating businesses will only host the art and the artist on the night of the event unless otherwise arranged between the business and the artist.

**There is no charge to participate.**

**Location:** The festivities take place on Madison Ave. from Riverside Drive to West 117th.

**Saturday Dates:** June 13, July 11, August 8, September 12, October 10,  
12:00 - 8:00 p.m. each month.

**Register:** **Even if you participated in the past, you must complete a new registration for 2009. We DO NOT automatically carry over artists or businesses from year to year.** To register your business as a participant for the Art Walks return the Business Registration Form no later than **Sunday, May 10, 2009** to:  
Wobblefoot Gallery  
1662 Mars Ave., Lakewood  
By mail or in person: Tues. – Thurs. 10am to 5pm; Sat. 10am to 3pm  
By fax: 216-226-3826.

**Sponsor:** We offer participating ArtWalk businesses and outside supporters the opportunity to be recognized for their support of arts activities during the Second Saturday ArtWalks on Madison. Sponsors will be acknowledged on monthly ArtWalk map with black & white logo. We offer the following sponsorship opportunities:

- § **Print/Media Sponsor: \$200/month**  
*Help underwrite the cost of producing printed materials for the ArtWalk (cards, maps, ads)*
- § **Street Performer Sponsor: \$150/month**  
*Help with the presentation of musicians and performers throughout the ArtWalk.*

If you can't sponsor consider donating as a **Friend of the ArtWalk: \$25/month**  
*Help to underwrite cost of production (cards, maps, ads).*

Please contact Ruthie Koenigsmark (LIA) [rkoenigsmark@yahoo.com](mailto:rkoenigsmark@yahoo.com)/216.521.2894 or Mel Page if you would like further information or could suggest other ways you could help make this event possible. Thank you for participating in the Second Saturday Lakewood ArtWalks on Madison Avenue. We look forward to working with you to invite the community to enjoy Madison Avenue's many offerings.

Regards,

Ruthie Koenigsmark/President, LIA/216-521-2894

Mel Page/President, MAMA/216-233-3157

# Lakewood ArtWalks 2009 Business Registration Form

Business Name: \_\_\_\_\_ Address: \_\_\_\_\_

Business Owner: \_\_\_\_\_ Contact Person: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Web Site: \_\_\_\_\_

Yes, I would like to sponsor a month or more of brochure printing or musicians as noted on previous page. Please contact me.

Please check the 2009 Saturday dates you wish to participate:

All Dates  June 13  July 11  Aug 8  Sept 12  Oct 10

Please indicate the type of space you have available:

Inside or Outside  Inside Only  Outside Only

How would you describe the space available to display art (*check all that apply*)

countertop/table - approximate dimensions: \_\_\_\_\_

shelves - approximate dimensions: \_\_\_\_\_

floor space for easels/racks - approximate dimensions: \_\_\_\_\_

wall space - approximate linear feet available: \_\_\_\_\_

Comments: \_\_\_\_\_

## Artist Placement

You have the option to have the Lakewood ArtWalk Steering Committee select an artist to display in your business or you may provide an artist for your business on your own accord. Either way, merchants and artists will be promoted equally through the program.

We will display the work of an artist selected by Steering Committee on the dates specified above.

We will provide our own artist on the dates specified above.

Each artist must turn in an Artist Application by May 15 to be included in the publicity materials. Artist Applications available at Wobblefoot Gallery, 1662 Mars Ave, or online at LIA myspace.com and facebook.com.

Artist(s) Names: \_\_\_\_\_

## Participating Business Waiver of Liability

By participating in this event, I understand that neither I, nor my business, will be held liable for any theft or damage to the art. Furthermore, I understand that neither I, nor my business, will hold the artists, Lakewood is Art, Madison Avenue Merchants Association, or the City of Lakewood liable for theft or damage, which may occur to my establishment during the time of this public event.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_