



2018 APPLICATION

DEADLINE: MONDAY, MAY 7TH 2018

First Fridays, Greenville's monthly gallery crawl, occurs the first Friday of each month from 6–9 P.M. The event provides a unique opportunity for artists, gallery owners and the community to come together and engage in Greenville's visual arts scene. The event is now in its 14th year.

THE 2018-19 SEASON WILL RUN FROM JULY 6TH, 2018 - JUNE, 2019

Below you will find information about the event and the process for becoming a participating gallery, or renewing your current participation status. ***Joining First Fridays for the 2018 season is a one time fee of only \$25.***

FIRST FRIDAYS MISSION STATEMENT

The mission of First Fridays is to promote visual art awareness in our community and provide a venue for showcasing emerging and established artists who add greatly to Greenville's cultural community.

FIRST FRIDAYS FORMAT

The first Friday of each month visual art galleries and venues are open from 6 – 9 P.M. A wide range of art will be represented: oils, watercolors, acrylics, pottery, jewelry, glassworks, wood works, photography, mixed media and more.

PARTICIPATION REQUIREMENTS

- Gallery must agree to the First Fridays Mission Statement and First Fridays Format above.
- Gallery agrees to be open from 6–9 P.M. the first Friday of every month. If not, the gallery must notify MAC so we may reflect the closure on the First Fridays website.
- During the FF hours listed above, the gallery must agree to devote 50% of their wall space or inventory to supporting and displaying visual arts, as well as to provide a representative who will be available during the FF hours to discuss the work on display.

BENEFITS

- A full color First Fridays poster for the event.
- Full color promotional cards for the event with a brochure stand for your gallery.
- Listing on the First Fridays website, with a separate page for each gallery with gallery description
- Advertising in Fête Magazine each month.
- A full page ad in the Greenville Open Studios catalogue, quantity run of over 300,000 copies.
- First Fridays signage for your gallery window.
- Promotion each month through MAC's ARTSNews eblasts.
- Promotion through the First Fridays Facebook page and MAC social media.



WEBSITE

www.FirstFridaysGVL.com

On the application, you will be required to submit information on your gallery for the FF website. If you are a returning gallery and wish for the written information to remain the same, indicate that on the application. If you are a new applicant, you are required to provide your gallery's contact information, a brief description of the types of work your gallery presents, or any other "mission" information about your presenting art or gallery space. Make sure to include hours, address, phone, email and website.

Please fill out the application and participation agreement on the following pages and email to:

firstfridays@greenvilleARTS.com

You may also deliver in person or mail the application and check to:

Attn: First Fridays
Metropolitan Arts Council
16 Augusta Street
Greenville, SC 29601

Questions can be referred to Erin Turner
firstfridays@greenvilleARTS.com
(864) 467-3132



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GALLERY INFO:

GALLERY NAME: _____

ADDRESS: _____ **CITY:** _____ **ST:** _____ **ZIP:** _____

PHONE: _____ **WEBSITE:** _____ **EMAIL:** _____

INSTAGRAM: _____ **TWITTER:** _____ **FACEBOOK:** _____

GALLERY INFORMATION/MISSION STATEMENT FOR THE WEBSITE

I have included a representative image for the First Fridays Website (we accept the following file formats: JPG, PDF, PNG.) You may email this image to firstfridays@greenvilleARTS.com

GALLERY CONTACT PERSON:

NAME: _____

PHONE: _____ **EMAIL:** _____



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PARTICIPATION AGREEMENT

1. Gallery must agree to the First Fridays Mission Statement and First Fridays Format provided on front page of this application.
2. Gallery must agree to devote 50% of their wall space or inventory to supporting and displaying visual arts during First Fridays as well as providing a representative who will be available during the FF hours to discuss the work on display.
3. First Fridays exists as a marketing arm for Greenville's only gallery crawl. Each gallery is autonomous and will be responsible for their own liability in all manner. First Fridays has no liability or responsibility for your gallery.
4. Gallery agrees to be open from 6–9 P.M. the first Friday of every month. If not, the gallery must notify MAC so we may reflect the closure in the monthly eblast.
5. Due to the autonomous nature of each gallery, it is understood that the views, subject matter, and quality of each participating gallery is solely their discretion. Admission to First Fridays is not based on these attributes.

I have read, provided information and understand all that is stated in this application. I understand that if I do not abide by what is asked of my gallery, I forfeit my gallery's ability to participate in First Fridays.

Gallery name

Gallery representative name

Gallery representative signature

Title

Date

Applications will not be processed without \$25 payment. Payment may be in the form of cash or check made payable to "MAC."