

# Art Exhibition

Ayr Supporter Group ran an Art Exhibition over three days which generated £10,000 at their first event. If you would like to know the process to how they achieved this fantastic amount then this is the guide for you.

## Step-by-step guide..

### Step One

One year before you plan to run your art exhibition start looking for a venue which has easy access and an interior that has good lighting to present the work and space on the walls to hang work or enough room for freestanding pieces. The venue itself will help you decide on what sort of work you are going to exhibit. For example an attractive high end venue would encourage professional artists, whereas local halls would possibly be more fitting for amateur artists. Ayr Supporter Group suggests finding a venue that also has extra facilities such as a café so guest can make a day out of the event.

### Step two

Ayr recommend thinking carefully about the timing of your event. Autumn is a good time to host the event as it is close to Christmas. Or if you live in a holiday town perhaps consider summer for tourist sales.

### Step three

Form different committees to be in charge of varying departments. Ayr propose the following departments need to be established: printing, publicity, artist lists and finance. These sub committees makes the planning more manageable if each group has their own responsibilities. Be sure to place everyone in the right department depending on their contacts. Ayr highly recommended inviting a few people who are involved in the art work to come on board your sub committees and they will be essential in using their contacts and helping on the day with the hanging of pictures.

### Step four

As soon as you have set the date and location circulate this within art groups giving advance notice of the exhibition. Two months before your event send out the registration forms to artists who have asked to be involved and ask them to return their forms and £5 entry fee at least three weeks before the event so you can create the programme.

### Step five

Try and gain sponsorship from local companies to pay for the printing, advertising and so on. These companies will gain publicity by being in the exhibition catalogue and at the exhibition. Send out invites to everyone's contacts and publicise in local newspapers and radio stations. On the day money is raised through artists donating 40% of their work sold, programme and sponsor.

Ayr Art Exhibition has made their exhibitions a big success year on year.

'Our early exhibitions raised £10,000 for Save the Children- Only held for three days. Now 16 years later held in gallery for one month raises around £25,000-£30,000 each year. Artists pay £3 to hang paintings. We have decided to raise this to £5 in 2010 to compensate for lower sponsorship money. If sold artists donate 40% of selling price to Save the Children. Catalogues sell for £2, printing paid for by advertisers.'

Contact Anne Grant for any help with your art exhibition@ email-ga.grant@sky.com

## Quick points:



This event can raise any thing from £1000 – £30,000 depending on the size of exhibition you organise.



You will need a committee of around 30 people in order to run a three day event



You will need a venue which has easy access and parking facilities if possible. The building should be well lit for hanging paintings.



You will need to start preparing this event four months in advance, giving you enough time to get an adequate amount of artists and a good venue.

