

# Three Sisters Cultural Centre

1370 King St.N. St. Jacobs

## Online Art Auction: Good Luck Moon

This is a fundraising effort in support of a new creative industries complex in St. Jacob's Ontario, the Three Sisters Cultural Centre. The Centre will house a critical mass of artistic enterprises to form a community by providing an affordable and supportive environment in which the creative industry can thrive in Waterloo Region. The Three Sisters Cultural Centre is a Not-for-Profit Organization.

Artists will find a place to create, sell and teach, as the Centre includes Studio space, a Gallery and Event space, all combined in a tourist setting. There will be many ways for artists to participate in the Centre starting with this online auction. To see our creative vision please visit [www.ThreeSistersCulturalCentre.ca](http://www.ThreeSistersCulturalCentre.ca).

The marketing and auction will be completely digital and you keep your art until we have confirmation of a sale. Your acceptance into the show will be based on the quality of your digital representation of the work, so be professional. Clear, cropped images ready to post will be required. Any images where the work is distorted, poorly lit, blurry and un-cropped will be immediately disqualified.

If your piece sells that is when you will be asked to drop it off at the Centre. A final inspection will be done on the piece to see if it is true to your submission, is ready to ship and is in good order. We will then ship it on your behalf. All shipping charges and taxes will be the purchaser's responsibility. The Centre will assume all processing and credit card fees.

Auction access will be through our website [www.ThreeSistersCentre.ca](http://www.ThreeSistersCentre.ca). You will be informed by email if your work sold within 2 days of the end of the auction.

A digital marketing campaign will accompany this auction that will be focussed on an area from London to Markham Ontario. The marketing campaign will also include a graphic that you can send to your patron list.

Our first auction had 17 participating artists, 48 items and we sold \$4450.00 worth of art. This is our second auction.

# Good Luck Moon Call for Entry

Good Luck Moon is an Online Art Auction that will take place just before the Christmas shopping rush. Starting on Halloween which happens to fall on a Saturday and coincides with a full moon that is also considered a Blue Moon and ending on Friday the 13th of November gives us an opportunity to fly in the face of convention and create a Good Luck Moon Theme!

In our first auction, most pieces sold at the reserve price, so this time we are adopting a 80/20 20/80 split auction format to help raise a little more money for the centre. HST will be added to the final bid price and will also be added to the artists payments if you have an HST#.

Each art piece will have a *Starting Reserve Price* determined by you, the Artist. Please keep in mind that if your piece sells at the *Starting Reserve Price* the centre's commission is 20%.

But this is an auction!

If your piece starts to receive bids above and beyond the *Starting Reserve Price*, we ask for 80% of the amount over the *Starting Reserve Bid* portion.

Here is an example:

You have a *Starting Reserve Price* of \$100. There is a bidding war and the piece sells for \$175. You get paid \$95. (80% of \$100= \$80 + 20% of \$75= \$15).

This way you get paid for your work and we get an opportunity to raise money for the centre. It's a win/win situation!

To make promotion and posting accurate and easy your images must be properly labeled:

Artist Surname-Artist First name-name of piece-medium-size-*Starting Reserve Price*-submission #.jpeg

eg: John Rula is submitting 3 pictures of entry#1:

Rula-John-flying monkeys-oil on canvas-30 x 40-\$400-1a.jpeg

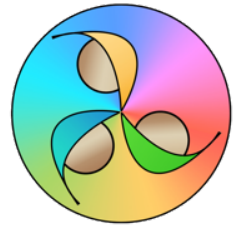
Rula-John-flying monkeys-oil on canvas-30 x 40-\$400-1b.jpeg

Rula-John-flying monkeys-oil on canvas-30 x 40-\$400-1c.jpeg

Pieces sell better when they have good pictures and a fun relevant statement.

**Submission Deadline:** October 10 2020

# Good Luck Moon Online Auction



## Submission Requirements:

- submissions must be the sole work of the artist.
- artwork must be dry, ready to ship and in good order.
- Artists must be a resident of the Region of Waterloo
- All mediums will be considered
- Submissions will be accepted at the discretion of the Three Sisters Cultural Centre
- Maximum of three (3) entries per artist
- submission deadline: 11:59pm Oct 10 2020

## Digital Submission Instructions:

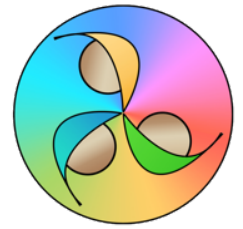
- Submitted images must be over 1 meg at 300 dpi
- Artists may send up to 4 images per piece (ie: 1 full shot, 2 detail, if applicable; 1 of full frame)
- All images to be labeled as follows: Artist Surname-Artist First name-name of piece-medium-size-*Starting Reserve Price*- submission #.jpeg
- Fill out attached application and rename digital file as follows: Artist Surname-Good Luck Moon Application
- All images and filled application are to be uploaded to a Google Drive Folder or a Dropbox folder labeled: Good Luck Moon Artist Surname Submission
- Share Folder with [info@threesisterscentre.ca](mailto:info@threesisterscentre.ca)

## Terms:

- Three Sisters Cultural Centre will inform the artist of acceptance within 5 days of submission deadline and 3 days after the auction of a sale.
- Three Sisters Cultural Centre will process all sales and assume all sales fees.
- Three Sisters Cultural Centre will advise artist of sale at end of auction and pay artist within 5 days of successful shipping via e-transfer.
- Artists must deliver any sold art to the centre within 2 business days of the close of the auction
- No changes to title, medium or price allowed after digital submission
- The artist gives Three Sisters Cultural Centre permission to use images of submitted artwork in all related marketing material (including but not limited to web, Internet, social media etc)
- Three Sisters Cultural Centre will credit artist if any of the artist's images are used in any or all related marketing material (including but not limited to web, Internet, social media etc)
- Three Sisters Cultural Centre reserves the right to cancel the sale if the artwork provided does not reflect the submission, is damaged, or in any way is not ready to be safely shipped.

# Good Luck Moon Fund Raising Auction

## Application



<b>Artist Surname</b>	
<b>Artist First Name</b>	
<b>Name preference online</b>	
<b>Email:</b>	
<b>Phone:</b>	
<b>Website (if applicable)</b>	
<b>HST # if applicable</b>	

<b>1</b>	<b>Title of Work</b>			
	<b>Medium (framed?)</b>			
	<b>Size in Inches (framed)</b>	Height:	Width:	Depth:
	<b>Starting Reserve Price</b>			
	<b>How does this relate to good luck?</b>			

<b>2</b>	<b>Title of Work</b>			
	<b>Medium (framed?)</b>			
	<b>Size in Inches (framed)</b>	Height:	Width:	Depth:
	<b>Starting Reserve Price</b>			
	<b>How does this relate to good luck?</b>			

<b>3</b>	<b>Title of Work</b>			
	<b>Medium (framed?)</b>			
	<b>Size in Inches (framed)</b>	Height:	Width:	Depth:
	<b>Starting Reserve Price</b>			
	<b>How does this relate to good luck?</b>			