

# Three Sisters Cultural Centre

1370 King St.N. St. Jacobs

## Online Art Auction: MAY DAZE

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.

You will be asked to drop your work off at the Centre only if your piece sells. That is when a final inspection will be done of 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 3 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.

# MAY DAZE Call for Entry

MAY DAZE is an Online Art Auction that will take place during the week of the Victoria Day Long Weekend! It will start at noon on May 21st and end at 9pm on May 28th.

The format will be an 80/20 20/80 split auction to help raise funds for the Capital Campaign for renovating 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 to build 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 images of one piece. 1 full size, 1 detail and 1 of the piece in a setting.

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

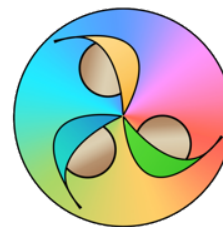
Rula-John-flying monkeys-oil on canvas-30 x 40-\$400-1b.jpeg

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**. The statement adds to the auction experience and is used in the marketing. Please make them relevant and short.

**Submission Deadline:** April 30 2021

# MAY DAZE 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 and surrounding area
- 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 April 30 2021

## Digital Submission Instructions:

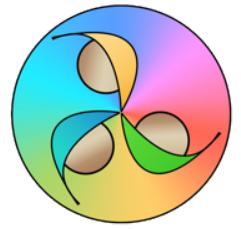
- Submitted images must be between 1-5 meg at 300 dpi
- Artists may send up to 4 images per piece (ie: 1 full shot, 2 detail, if applicable; 1 of full frame)
- All images to be labeled as follows: Artist Surname-Artist First name-name of piece-medium-size-*Starting Reserve Price*- submission #.jpeg
- Fill out attached application and rename digital file as follows: Artist Surname-MAY DAZE Application
- All images and filled application are to be uploaded to a Google Drive Folder or a Dropbox folder labeled: MAY DAZE Artist Surname Submission ( If you have submitted to previous auctions, please do NOT use an old folder)
- 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 pay artist via e-transfer within 5 days of successful shipping or pickup of piece by the new owner.
- Artists must deliver the sold art to the centre within 3 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 print, website, 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 print, website, 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.

# MAY DAZE Fund Raising Online Art Auction

## Application



<b>Artist Name</b>	
<b>Name preference online</b>	
<b>Adress</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>Statement</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>Statement</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>Statement</b>			