

Red River North Tourism Presents

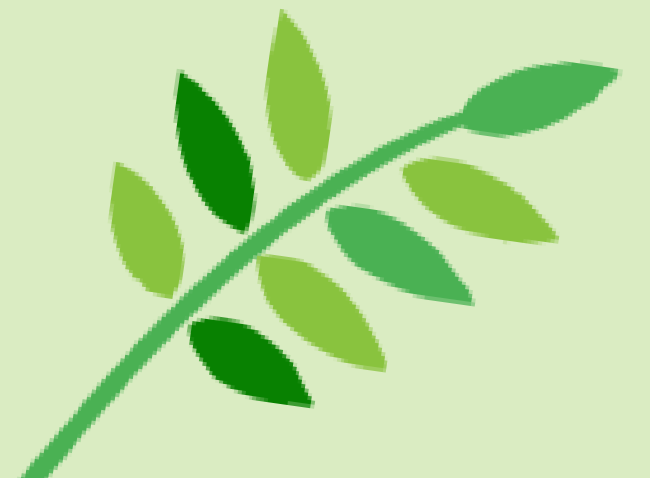
Garden + ART TOUR

Authors' Guide

Learn all about the application process,
criteria, benefits, and expectations.



WHAT IS THE GARDEN & ART TOUR?



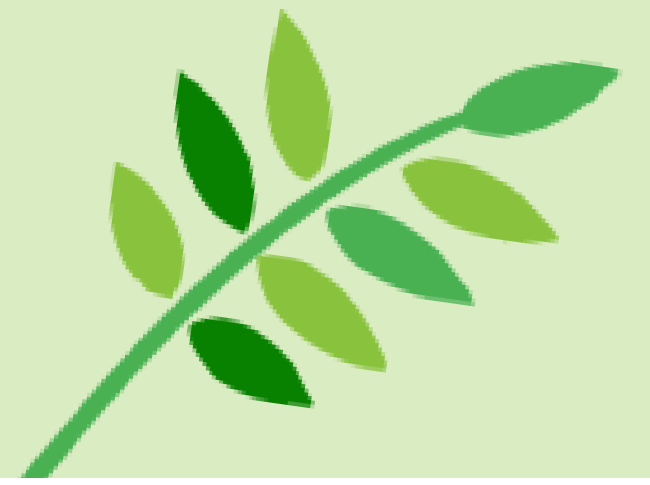
The Red River North Tourism [RRNT] Garden & Art Tour [G&A Tour] is a ticketed self-guided annual outdoor garden tour located in St. Andrews, St. Clements, and the City of Selkirk. On Sunday, July 21st, 2024 from 10am-5pm, garden day-trippers will enjoy works of local artists, musicians, authors, and poets dotted amongst the flowers and trees of private yards and public gardens.

This is an unique opportunity to promote and sell your work. Each garden (depending on the size) hosts on average of 1-2 authors, musicians, artists, and/or special workshops.

This is a rain or shine event.



COST AND BENEFITS



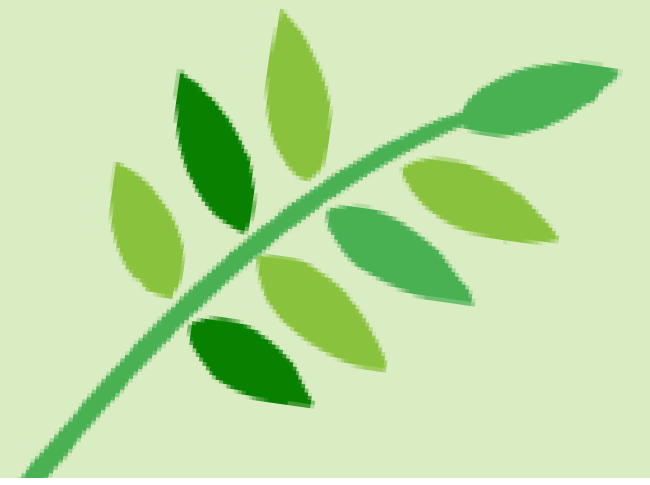
A \$25 RRNT Membership Fee is required for participation in the G&A Tour. Your membership is valid for one year from the date of purchase and entitles you to a variety of advertising opportunities through RRNT social media platforms [3,300 followers], newsletter [1,300 contacts], and website exposure [+3,000 page visits].

You will be listed on the 2024 G&A Tour—Author Highlight website page where visitors can find a sneak peek of your work before the tour.

Benefits

- A platform to showcase your work to a wide audience**
- Advertising opportunities with RRNT (Social media, blogs, newsletters, videos, website, and more!)**
- Networking opportunities with fellow authors, book lovers, and future RRNT partners**
- Recognition and appreciation for your talent**
- No commission fees**

ACCEPTANCE



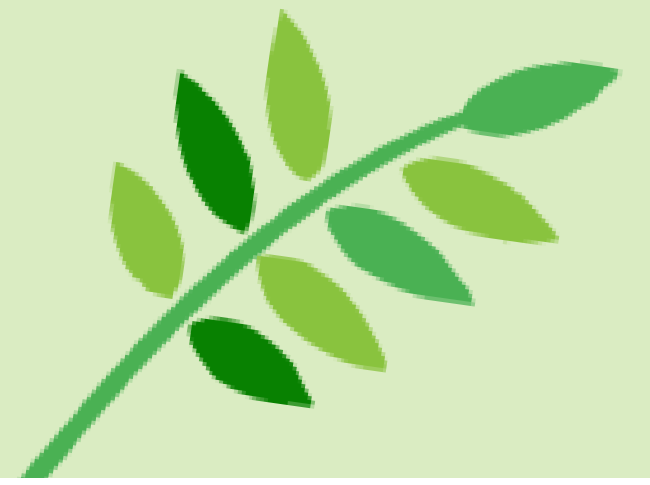
Artists will be notified via email before April 26th, 2024 if they are selected for the tour. Once notified, artists will have two weeks to sign the G&A Tour Artist Contract AND send a \$45 dollar deposit [\$25 RRNT Individual Membership Fee + a refundable \$20 professionalism fee —see page 5 to learn more] to participate on the tour.

Authors who do NOT get accepted for the 2024 G&A Tour will automatically be placed on our waiting list in case there are any cancellations or withdrawals. We hope to welcome you in future years!

Once payment is complete, authors will be working closely with our Tourism Coordinator in the weeks prior to the event to ensure everything runs smoothly and successfully on the day.

If at any point during this time frame, you realize you are no longer able to participate, email gardenarttour@redrivernorthtourism.com to let us know as soon as possible! This will save us a lot of time when processing applications and meeting deadlines.

RESPONSIBILITIES & EXPECTATIONS



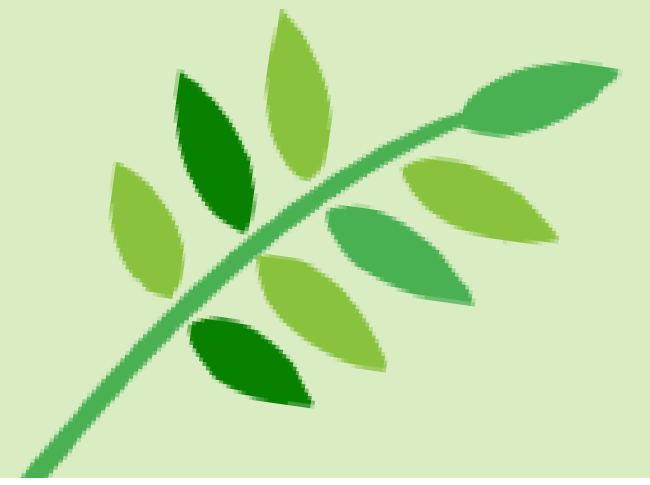
Red River North Tourism will not be liable for any loss or damage to personal property or merchandise. All participants are responsible for their own personal property, insurance, and merchandise.

Artists are responsible for bringing:

- A chair
- A table(s)
- Tablecloths
- A tent/patio umbrella to protect your books from the rain/wind (not required but encouraged!)
- Any other display items
- Food and water
- Data/Wi-fi
- A friend to help and keep you company!



RESPONSIBILITIES & EXPECTATIONS



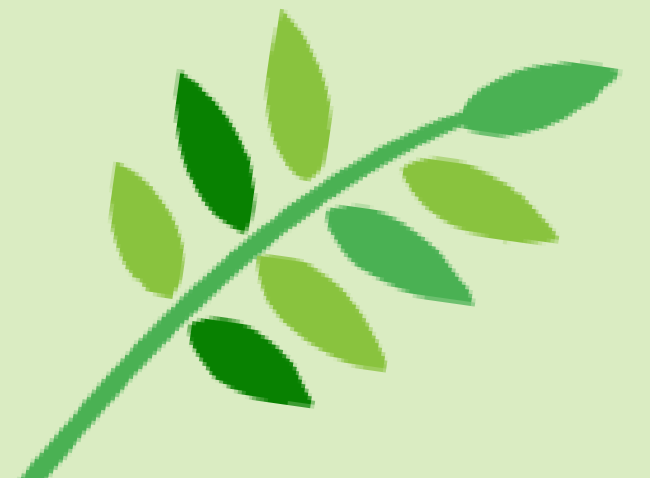
During the event, authors will chat with visitors, stay present with their work to answer questions, and most importantly make connections with visitors!

We highly recommend and encourage authors to prepare an activity to engage visitors. Some examples include, live readings, survey, unfinished work to inspire questions about your work.

Expectations:

- Authors must **NOT** begin taking down their work until **AFTER 5pm**. Taking down your art prior to 5pm will result forfeiture of the \$25 Professionalism Fee and it will not be refunded.
- Authors are expected to promote the G&A Tour in any way they can, whether that be through Social Media or at events. Our Tourism Coordinator will provide you with promotional materials to use.
- All work presented at the show must be either an original work created by the author.
- The event is rain or shine. Authors must be prepared to exhibit their artwork in any type of weather. We highly recommend bringing your own tent.

HOW TO FILL OUT AN APPLICATION



The G&A Tour Application Form can be filled out via Google Forms or by downloading/printing the PDF or Word document. Those who choose to fill out the PDF/Word application form may send it to gardenandart@redrivernorthtourism.com

We are happy to address any questions, concerns, or simply to offer more information about the event if a few things still feel unclear. You can email our Tourism Coordinator with the email above or call during office hours Monday-Friday 9:00AM-5:00PM at 204-485-4881 for assistance.

Author Application Deadline is April 22nd, 2024.

