

ARTPRIZE

VENUE

HANDBOOK





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WELCOME!

ArtPrize is an independently organized international art competition in Grand Rapids, MI. Artists from around the world come to our beautiful city to compete for cash prizes, network with art professionals, attend educational workshops and panels, and much more! A large portion of the success of this amazing event is owed in part to the venues who dedicate their time, resources, and energy to hosting these artists and their artwork. ArtPrize venues range from businesses to restaurants, hotels, churches, schools, museums, parks, medical facilities, storefronts, and much more. In September of every year, over 800,000+ visitors attend the ArtPrize event and the economic impact greatly benefits our city and its workers.

Why be an ArtPrize venue? The benefit of being an ArtPrize venue is not only for economic gain. As a venue, you also become an integral part of the art community. Offering your space as a venue creates opportunities for artists to showcase their art, facilitate connections, and potentially sell their work or find commissions.

While winning the grand prize or a category award is awesome, it's in the small moments of everyday interaction during the event that the magic is created. ArtPrize is an event for the community, for artists, for venues, and for visitors to feel, create, and experience that beautiful sense of belonging and humanity. We learn and grow because of art, and as a city, we look to our venues and artists—the core of ArtPrize—to help us be better and move towards a more creative and equitable future for all.

If you are a returning venue, we thank you for your dedication and passion for the arts. While some of the following information may not be new to you, please review the handbook to refresh your memory. If you are new and are interested in participating for the first time, please review the following information carefully.

OVERVIEW

THE PROCESS FOR PARTICIPATION AS AN ARTPRIZE VENUE CAN BE BROKEN INTO FOUR STEPS:

1. REGISTER YOUR VENUE

Registering your venue takes three simple steps:

1. Sign up
2. Pay \$175 registration fee
3. Create your venue profile

2. CONNECT WITH ARTISTS

Once your space is approved as an ArtPrize venue, you'll need some artists to exhibit their artwork.

3. PLAN

Your venue is registered and you've connected with an artist(s). Time to plan for the event.

4. EXHIBIT

Welcome your artist(s), installation of entry(ies), prepare for visitors, host & attend events, and enjoy the transformation of our beautiful city.

OFFICIAL VENUE RULES

1. ELIGIBILITY

ArtPrize must approve all venues for inclusion in the ArtPrize event (“Event”). ArtPrize reserves the right to refuse approval of a venue for any or no reason. To be eligible to host an entry, a venue must meet the following minimum requirements:

a. Venue must be located within the defined ArtPrize district of the city of Grand Rapids, Michigan, or a specifically designated satellite area, as described on artprize.org unless a specific exception has been made in writing by ArtPrize management.

b. The portion of the venue displaying entries must at least be open to the public for voting on the entries during the following times during the event period:

Monday-Thursday: 5-8 pm

Friday & Saturday: Noon-8 pm

Sunday: Noon-6 pm

c. Applicant and venue must comply with all federal, state, and local laws, rules, regulations, and code requirements, including all Grand Rapids and Kent County codes and ordinances, as well as all guidance and orders from the CDC, State of Michigan, public health agencies, and any other federal, state, and local authorities or agencies.

d. Venue may not charge any admission fee to the public to view the entries during the event period and may not charge an artist or a group of collaborative artists to display their entry at the venue unless otherwise agreed upon, in writing, with ArtPrize. Expenses related to the exhibition of the entry may be shared between the artists and the venue as long as such sharing arrangement is outlined in the applicable [Hosting Agreement](#) between the artist and venue.

2. REGISTRATION & FEE

To participate in the event as a venue, applicants must agree to these rules as the Terms and Conditions of participation. Applicants must pay a non-refundable venue registration fee at the time of registration, the amount of which is listed on the ArtPrize website (artprize.org). ArtPrize may notify applicants by phone or email to schedule a visit to the venue to verify that the venue is acceptable as an ArtPrize venue.

3. HOSTING AGREEMENT WITH ARTIST

If approved as a venue by ArtPrize, applicant is responsible to negotiate a contract with an ArtPrize artist(s) to host an entry(s) during the event period. Please see our Registered Artist page for a list of registered artists. This page will be updated as artists are registered. Only artists and venues who are registered with ArtPrize may participate in the event. Applicant is responsible for negotiating a hosting agreement and/or other arrangements with an artist relating to display of an entry at the venue during the event (“Hosting Agreement”). [A Hosting Agreement template can be found here.](#)

It is anticipated that the hosting agreement with the artist would cover terms of such items as: installation and removal of the entry; access and timing to the venue; allocation of responsibility for security and insurance relating to the entry and the venue; applicable fees for use by the artist of the venue, if any, etc.

A venue may host multiple entries and applicant must enter into a separate hosting agreement with each artist for each entry hosted. If applicant cannot come to terms with an artist, then applicant is under no obligation to host an entry for the event. As between the artist and venue, the artist retains ownership of the entry unless specifically negotiated otherwise, preferably in writing in the hosting agreement, and not in breach of Section 7 of this agreement.

4. WARRANTIES & LIABILITY

ArtPrize makes no warranty whatsoever relating to the artist, the entries, hosting agreement or any other aspect of the event. ArtPrize is not responsible for any entry left at a venue during or subsequent to the event period unless otherwise agreed to in writing with ArtPrize.

By participating in the event, applicant agrees that ArtPrize and its respective affiliates, agents, directors, officers and employees have no liability whatsoever for any injuries, losses or damages of any kind relating to or arising from the event or resulting from participation in the event, whether caused by ArtPrize, the artist, the entry, visitors, or otherwise.

By participating in the event, applicant agrees to defend, indemnify and hold harmless ArtPrize, The City of Grand Rapids, Downtown Grand Rapids Inc and Kendall College of Art and Design of Ferris State University, their affiliates, agents, directors, officers and employees from and against any and all liability, claims, suits, actions, losses and expenses, including costs and attorney’s fees, relating to or arising out of any claim, or demand of any kind or nature which any person or party may make against ArtPrize or any of its affiliates, agents, directors, officers or employees based upon or arising out of the venue, applicant’s participation in the event, or any other claim or demand relating to the event.

The parties acknowledge that there are inherent health or safety risks related to visiting any spaces where other people are present. As between applicant and ArtPrize, applicant agrees that they are in control of the venue and are therefore responsible for mitigating any potential risks to the extent such risks can be managed. This includes following all precautions that may be required by any Michigan Department of Health and Human Services order, as well as all other applicable federal, state or local orders, guidelines, rules, and recommendations. Applicant agrees that ArtPrize has no responsibility for the venue, including (without limitation) any responsibility for any risk of COVID-19 exposure at such the venue. Venue shall indemnify and hold ArtPrize harmless (as described above) for any loss, injury, or claim resulting from someone visiting or being exposed to an infectious disease (including, COVID-19) while at their venue.

Should ArtPrize request one, venue agrees to provide ArtPrize with a certificate of insurance which may include the listing of ArtPrize as additional insured.

5. PRIZES & WINNER SELECTION

Prizes will be awarded by DGRI (dba ArtPrize), as further detailed on the ArtPrize website (artprize.org). A portion of these prizes may be awarded to one or more venues. Winners can be both public-determined and/or selected by jurors appointed by ArtPrize, at its sole discretion. Additional details regarding prizes and selection criteria will be made available on the ArtPrize website prior to the commencement of the event. Prize awarded to venues, if any, will be awarded in a lump sum to the winning venue. Venue-based prizes, if any, are conditioned upon the winning venues completing a notarized Winner's Affidavit provided by ArtPrize (the "Affidavit"). The Affidavit must be completed by the winning venue before December 31 or else the winning venue will be deemed to have forfeited the prize.

6. ARTPRIZE CODE OF CONDUCT

ArtPrize is about discourse and conversation. ArtPrize is about self-expression and an outsider's engagement with that creative expression. That engagement does not include inappropriate, disruptive, abusive, or offensive behavior. We ask that all participants engage each other with respect, and generally, kindness.

ArtPrize may consider such behavior to include, and not be limited to, any form of written, verbal or physical abuse, threats of abuse, illegal or disruptive activity, the use of derogatory or discriminatory language including gestures, actions, harassment, racism, sexism, or any other targeted comments. This includes any activity which may violate any local, state or federal laws or cause harm to participants, whether before, during, or after the event. These are expectations for all parties involved in the ArtPrize event. If found that any participant-venues, artists, staff or otherwise-violates the expectations outlined here, then ArtPrize may take action to remedy the situation, seek resolution and accountability, remove parties from ArtPrize and, if warranted, revoke any privileges to participate in ArtPrize.

7. GENERAL

ArtPrize reserves the right to use any and all information about, imagery and documentation of the venue, the entry or the process of creating the entry as provided by the artist or venue to ArtPrize via registration, participation or otherwise. Uses may include, but are not limited to, the official ArtPrize website, press releases, promotional materials prepared by ArtPrize or ArtPrize affiliates and partners including but not limited to Experience Grand Rapids and Pure Michigan, display and exhibition materials, catalogs, maps, guides, installations, other showcase activities associated with ArtPrize or the event and its promotion and associated events and which may include textual, audio, and/ or visual representations. ArtPrize reserves the right to transfer its rights and terms for usage as defined here to its marketing and affiliate partners Experience Grand Rapids, Downtown Grand Rapids inc, Kendall College of Art and Design, the City of Grand Rapids, and Pure Michigan.

Applicant agrees to be bound by this agreement and the decisions of ArtPrize, which are final and binding in all matters relating to ArtPrize. ArtPrize may prohibit applicants from participating as a venue in its sole discretion. ArtPrize reserves the right to terminate or amend the event. Such amendment may include, but is not limited to, any voting or prize rules, in whole or in part, at any time without notice, if any factor, interferes with its conduct as contemplated by this agreement. All federal, state and local laws and regulations apply. ArtPrize and this agreement will be construed and evaluated according to Michigan law. ArtPrize's decisions and the decisions of the ArtPrize Steering Committee are final in all matters relating to the event and the subject matter of these rules. View our privacy policy.

ArtPrize may, in its sole discretion, make additions, changes, and/or amendments to this agreement and these rules as posted to the ArtPrize website (artprize.org) by close of business on September 1. In the event of such changes, ArtPrize will make every effort to notify applicant of such changes, however, lack of notification will not be considered. Venue hereby agrees to comply with any additions/changes/amendments made by ArtPrize to this agreement as posted to the ArtPrize website.

STEP-BY-STEP INSTRUCTIONS

THE FOLLOWING IS A GUIDE ON HOW TO REGISTER YOUR VENUE, CONNECT WITH AN ARTIST, AND EXHIBIT DURING THE ARTPRIZE EVENT.

STEP 1: REGISTER YOUR VENUE

Registering your venue takes four simple steps.

1. Sign up for an account on app.artprize.org.
2. Create your venue profile, and assign your secondary venue manager..
3. Pay the \$175 registration fee to enter your venue.
4. Receive ArtPrize approval; then start planning your exhibit!

A few notes about creating your venue profile:

- The more information and photos you provide, the better chance you will have of establishing great connections with artists AND the public during the event. Keep in mind that many artists are traveling from around the country and the world and may need to be more familiar with the area, so photos of your space are very important.
- Your venue profile is your face both to artists and the public.
- There are two venue descriptions on your profile. the 'Venue Space Description' details what the space that is available for artists to exhibit. In the 'Overview' section, the "Venue Description" is meant for the public eye. This is where you can provide information on your business and the vision of your exhibition.
- Some artists create complex entries that require specific environments. Providing details including sqft available, wall types, and any other requirements or restrictions may allow artists to better understand if a venue space will work for their entry.
- Multiple people can manage the same venue and venue profile. You are required to provide at least one secondary venue contact, or venue manager to add additional venue managers from your venue profile page you will need to invite them by entering their email into 'Add Manager' box. Once you have done so, click save to send the automatic invitation. They will receive the email to create or link their account with the profile.
- After registration is complete, you'll still be able to edit your venue profile.

STEP 1.2: THE APPROVAL PROCESS

Once you pay the registration fee and submit your venue profile, ArtPrize staff will verify your information and make sure that your venue meets the eligibility requirements (refer to p.5). If you are a first-time venue or we need to reconnect, we can set up a time to visit your space, talk through the process and requirements, and answer any questions you may have. Once you are approved, your profile will go live on the ArtPrize Dashboard.

STEP 2: CONNECTIONS

The next step is connecting with ArtPrize artists to exhibit artwork in your space. Shortly after artist registration opens, you'll be able to begin browsing registered artists. Then, during the connections period, you may request connections with artists and artists will request connections with you. Once the connections period ends, you will be unable to secure additional artists unless otherwise approved, in writing, by ArtPrize.

Now that your space is approved as an ArtPrize venue, you will need some ArtPrize artists to exhibit their artwork.

Note: It is not intended that ArtPrize be involved in assigning artists to venues. Instead, you are expected to review requests from artists and decide which entry(s) to display within your venue. In some extenuating circumstances, ArtPrize may offer assistance in finding or placing an artist in a venue at their sole discretion. This process of selecting artists and curating exhibits is managed through the connections tool on your app.artprize.org account and involves five steps:

STEP-BY-STEP CONNECTIONS GUIDE

1. **Connection Requests.** Registered artists will begin to browse the ArtPrize Dashboard for available venues right away to find a spot for their entry. As soon as the connections period opens, they can request to connect with your venue if they think the described space in your profile would be a good fit. Venues should also review the list of entries to request to connect with entries that may work in your venue space. This is recommended if you have a specific vision in mind for your exhibition. You can find both outgoing and incoming requests in the 'Connections' section of your dashboard.
2. **Confirm or Deny Interest.** Review the artists in your connection requests list. When you find ones you like, confirm that you're interested in hosting their artwork at your venue. Once you do this, that artist will move to 'Pending' in your connections dashboard and will receive an email notification. Similarly, you'll receive a notification if an artist you've requested to connect with confirms interest. If an entry does not seem to be a fit and you have decided not to engage this artist, it is important to deny that request so that the artist knows where they stand with their options.
3. **Discuss Details.** When both you and the artist confirm mutual interest in working together, send them an email to discuss the details of exhibiting their artwork. Make sure you agree on specifics (where the artwork will be installed, when it will arrive, who installs it, etc.). At this point, you'll need to draft a Hosting Agreement and provide it to the artist to sign and return.
4. **Confirm Agreement.** As the final step in the portal, both you and the artist must confirm that you have signed the Hosting Agreement. Once both you and the artist confirm signature of the Hosting Agreement by updating the connection portal, that artist will show as 'connected' with your venue.
5. **Mark as Full Venue.** Once you have confirmed connection with all the entries your venue wishes to host, you can mark your venue 'full', by checking the box located in venue profile, so artists are aware you are no longer accepting entries at your location.

A few things to keep in mind:

- If you are also registered for ArtPrize as an artist, you may exhibit your work at your venue provided you use the standard connections process.
- If you complete a connection with an artist and then later you and the artist both agree to terminate this connection during the connections period, please email the exhibitions team at exhibitions@artprize.org and explain the situation. The exhibitions team will assist in disconnecting your venue from said artist.

HOSTING AGREEMENT

The Hosting Agreement is a contract between you and each presenting artist that details all the specifics of your working relationship. Venues are required to provide a Hosting Agreement to all of the artists that they have decided on hosting. This step is outlined in Step 3 of the Step-By-Step Connections Guide. It must be signed by both parties before the connection is finalized in the Dashboard to ensure that both parties are on the same page about what to expect during the event.

ArtPrize provides venues with a [Hosting Agreement Template](#). It is recommended to use the template provided by ArtPrize, though venues can use the template as a guide in creating their own Hosting Agreements.

Every Hosting Agreement should include:

- A description of the artwork to be exhibited.
- Specific requirements for the artwork (like lighting, installation, electricity, etc.)
- How much space the artwork will take up in the venue.
- Specific description of the agreed location within the venue (including wall type and hanging rules/restrictions)
- Any additional open hours for the venue beyond the required minimum.
- When the artist can start the installation, and or if the venue handles the installation.
- Arrangements for shipping, installation, and removal if the artist will not be attending the event.
- Who pays for shipping (if necessary).
- Who pays for promotional materials (if any).
- Who is responsible for any required insurance and security during the event.
- How sales are handled, i.e. through the venue, through the artist, or ArtPrize's official sales partner.
- Who is responsible for artwork removal and how and when it will be removed.
- Any other criteria specific to the exhibition of the entry at the venue.

These are the types of details that could be easily missed or miscommunicated without a Hosting Agreement in place and cause unnecessary strain between an artist and venue leading up to or during the ArtPrize event.

Artists and venues are expected to negotiate the terms until both parties are comfortable with the details.

STEP 3: PLAN

At this time you have now registered your venue, received approval from ArtPrize to participate, and have connected with an artist(s), and now you need to plan for the event! Some of the topics listed below are relevant to consider as you plan.

PREPARING TO EXHIBIT

How to best use your space and how to best hang/display artwork.

Lighting is key!

- It helps to position the artwork near either a natural light source or close to adjustable track lighting.
- If you do have track lighting, try adjusting their positioning so that the shadows from the artwork on the wall are symmetrical. This helps reduce glare on shiny surfaces and helps guarantee the art is evenly lit.
- Are you meeting the required hours? Or are you working with limited space?
- For some venues, especially those with limited hours, hanging artwork in their storefront window may be the best solution for traffic flow and business operation. While we hope to encourage visitors to enter your venue, we understand that some smaller venues have more difficulty accommodating larger crowds. We want to encourage you to make the best choice for you and your artist(s).

Tips for Hanging Artwork.

- When hanging artwork, try to follow the eye-level suggested height. Artwork is best viewed at eye-level and on average, this means the center of the work is 57-60" from the ground. Please keep in mind that 57" is an average measurement for a viewer who is standing. A lower height may be more inclusive for some ArtPrize visitors.
- The formula for hanging work: Divide the height of the frame by two; from that number, subtract the distance from the top of the frame to the hanging hardware; add this number to 57, 58, 59, or 60. The final sum is the height (measured from the floor), and where the hangers should be put into the wall.

The Importance of Accessibility.

If you have not, please review how your venue might be made more accessible for a variety of different visitors and their potential needs. How artwork is placed and exhibited should reflect consideration for those who require accommodations.

We Can Help! Exhibition Team Site Visit.

If you are a first-time venue, first-time venue manager, or perhaps unsure how to best utilize your space, we can assist you and provide suggestions for the best use of your space.

If you wish to have an ArtPrize exhibitions team member do a site visit, please email exhibitions@artprize.org for further information and assistance.

STEP 3: PLAN

VENUE SIGNS

ArtPrize provides an A-frame for participating venues to put outside their business/venue location for the duration of the ArtPrize event. Venues will be required to fill out an [A-frame release form](#) to pick up their A-frame.

ArtPrize will provide dates, times, and locations for a-frame pickup and dropoff. Please note, as per the release form, if venues fail to return their A-frame then they will be invoiced for the cost of the A-frame.

ARTIST LABELS

ArtPrize prints one official entry label for each artwork entered in ArtPrize. Labels contain the title, medium, voting number, and QR code to vote as well as the artist's name, city, and country.

Artist labels are distributed to venues during A-frame pickup. Either the venue or artist must place them next to the artwork before voting begins. This responsibility should be decided with the artist in advance. Please note that ArtPrize does not print artist statements. However, an artist statement template will be located on the venue FAQ page, so you may arrange to print your own or request that artists print them.

BROKERING SALES

When artists fill out their entry profile, they're given the option of listing their artwork for sale through ArtPrize's official sale partner, AllArtWorks. Artists may choose to list their entry as for sale independently of ArtPrize's sales partner. While ArtPrize is not involved in the sales process, venues may choose to broker sales and take an art commission sold from their exhibition. However, we recommend that you only do this if you are actively assisting artists in making sales. Any sales arrangements must be clearly stated in the Hosting Agreement and be agreed upon by both the venue and artist.

Additional Info:

- Be cautious. ArtPrize does not accept responsibility for the actions of potential buyers.
- When artists offer a work for sale, ArtPrize may ask for a price or estimated valuation during artist registration. This is for internal use only and will not be displayed on artist profiles or printed on artist labels. It's up to the artist and venue to decide how to communicate prices to potential buyers.
- All sales during the event are considered pending until the end of the event. Artwork should remain displayed and should not be removed from the venue during ArtPrize.

INSURANCE

One question a venue and artist will face together is who is responsible for ensuring the artwork. In the Hosting Agreement that ArtPrize provides, we leave it up to the venue and artist to decide how insurance is covered, but it usually makes the most sense for a venue to insure.

Here's Why:

Most venues will already have an insurance policy they can add a rider to. The annual rate for fine arts coverage is normally between \$0.15 and \$0.50 per \$100 of value, depending on the type of art. (Some insurance companies may want a minimum premium and/or a minimum deductible for issuing the rider.) Once ArtPrize is over, the venue can request cancellation of the rider and receive a refund for any excess premium paid.

Insuring Artwork:

1. The artist sends the venue a letter including the name, description, date of completion, and dollar value of the artwork, along with adequate evidence to validate its insurable value.
2. The venue requests a rider to their current policy. (Some more robust insurance policies may already cover items on loan, making the rider unnecessary. Check with your insurance company.)
3. The venue names the artist a "loss payee" on the policy.

That's it. And the cost should be fairly minimal.

Let's say a work is valued at \$100,000 and subject to a rate of \$0.40/\$100. The rider would be \$400 annually, but for just one month of coverage, the actual cost would be only \$33.00. (Be sure to ask your insurance agent for exact requirements and costs.)

By comparison, an artist may have to open a new policy, which could have base premiums of \$580 or more.

So, whether the venue absorbs the fee as part of participating in ArtPrize or requests reimbursement from each artist in the Hosting Agreement, the process is generally simple and costs the venue far less than it would the artists on their own.

CITY CODES

Inspections & Fire Code

ArtPrize is a public event, so there is the possibility that city inspectors will want to visit your venue and talk about your exhibition if they have concerns or questions about your compliance with city regulations.

Grand Rapids has many resources designated to ensure all participants in ArtPrize experience a safe and enjoyable event. In some cases, a permit may be needed to host special events during ArtPrize. See the [City of Grand Rapids website](#) for information about hosting or operating a special event in conjunction with ArtPrize.

Permanent Murals or Installations

Works of art that will become permanent fixtures of the Grand Rapids landscape, such as murals and sculpture, or any installation that might potentially obstruct a walkway or other public space, may require review and approval by the City of Grand Rapids' Arts Advisory Board. If your venue wishes to host such an artwork, email exhibitions@artprize.org, and our exhibitions team will work with the venue, the artist, and the city to obtain the necessary approvals.

[For more information on murals from the city please view this document.](#)

Events

If you're planning receptions or other events at your venue leading up to or during ArtPrize, you can add them to the events calendar on artprize.org. ArtPrize will provide further information regarding adding events to our calendar as we near the event.

If you are planning an event on public property, please review the [Office of Special Events Guide](#) for planning an event on public property.

Venue Icon & Brand Guidelines

When promoting your venue and exhibition, you are not permitted to use the ArtPrize logo—ArtPrize reserves that logo exclusively for events, materials, and locations produced by ArtPrize. Instead, we provide a venue icon that venues can use on promotional materials.

Two rules govern the usage of the venue icon:

1. You may not alter the venue icon. The icon must appear as it is, without any changes to its color, shape, etc.
2. You may not use the venue icon for commercial purposes. Anything you create using the icon cannot be sold. (For example, you can make promotional t-shirts that use the venue icon, but you cannot sell them.)

For questions on brand usage, media inquiries, or copyright laws, you can email media@artprize.org.

Icon Downloads

Venue icons are for the sole use of official venues of ArtPrize. Use of these icons acknowledges delivery and understanding of the ArtPrize Trademark, and represents your acceptance of the terms and conditions contained within.

STEP 4: EXHIBIT

This is the moment you have been waiting for, time for artists to install and for the event to begin!

At this point, you should be picking up your venue A-frame and entry labels, welcoming your artist(s), installing or overseeing artist(s) as they install, preparing for ArtPrize visitors, hosting events and or attending events, and enjoying the transformation of our beautiful City.

Take a moment to breathe and thank yourself for all the hard work you, your team, and your artist(s) have put into making ArtPrize happen. The ArtPrize team is incredibly thankful for your participation and efforts, and we look forward to an exceptional event.

KEY POINTS OF CONTACT FOR VENUES:

If you have any questions, or concerns, or need assistance during the event, please reach out to the following individuals:

Exhibitions General Contact

exhibitions@artprize.org

Support General Contact

support@artprize.org

