

ART STUDENTS LEAGUE OF DENVER

ASLD Winter Holiday Art Market (WHAM!) Artist Information Packet

Thank you for participating in the inaugural Winter Holiday Art Market! Please read this packet carefully, as it contains important information that you'll need for participation in WHAM! Up-to-date information can always be found at ASLD.org/wham. If you can't find the answer to your question online, please contact r.bayse@asld.org.

Important Dates/Times:

Saturday, November 11, 10AM – Artists' meeting on Zoom

Saturday December 9, 12-3PM – Artist load in & setup; 3-9PM – Day 1 of event

Sunday, December 10, 10AM-4PM – Day 2 of event; 4:30PM – Artist breakdown & load out

Basic Information:

This event is organized by the Art Students League of Denver. It will be held at **Import Mechanics**, located at 235 Broadway, Denver, CO 80203.

- Each artist will have **one 6-foot table** as your area. You are responsible for bringing your own table and chairs, as well as any other items for your area. You are limited to the 6-foot space, so be mindful of that as you plan.
- There will be **5-foot fencing** behind each space, which will provide some hanging area as well.
- Each artist will be randomly assigned a table number. Please set up in the area designated to your number. We cannot accommodate switching numbers or other requests.
- Some of you have asked if you can see the space prior to the event. You may, and please understand that it is a working garage, so it won't look anything like it will when the event is there.

Tickets will go on sale November 1 at ASLD.org. Patrons need tickets for both days. Tickets for Saturday will be \$20 and \$5 for Sunday. Tickets will be available at the door, though as always we recommend buying tickets in advance.

We will have food and drink sponsors on Saturday (Trve Brewing and Music City Hot Chicken), as well as a DJ (to be announced soon). The goal is for Saturday to be a holiday celebration atmosphere. One meal and one drink are included in the price of Saturday tickets. We are hoping to secure a vendor to sell hot beverages (coffee, hot chocolate, etc.) onsite on Sunday.

There is **no parking for the event**, you will need to park in the neighborhood. There is paid parking along Broadway and lots of free parking in the surrounding neighborhood.

We will be providing **security onsite** throughout the event.

There will be **volunteers** throughout the event to welcome patrons, help with wayfinding, give artists breaks, etc. If you know anyone who is interested in volunteering, please email r.basye@asld.org.

Import Mechanics is donating the use of their space for this event, and our Trve Brewing and Music City Hot Chicken are donating food & beverage for the event. Please join us in thanking these sponsors for making the event possible!

Sales Tax Information:

If you do not have a sales tax license for the City and County of Denver and for the state of Colorado, you will need to apply for a temporary license. If you have any questions regarding taxes, please contact the departments listed below. The departments are very helpful. Call them and let them know that you will be operating as a vendor in the Winter Holiday Art Market and they will guide you with more information.

CITY OF DENVER SALES TAX: City of Denver Sales Tax: 720-865-7075

<https://denvergov.org/Government/Agencies-Departments-Offices/Agencies-Departments-Offices-Directory/Department-of-Finance/Our-Divisions/Treasury>

<https://www.denvergov.org/Government/Agencies-Departments-Offices/Agencies-Departments-Offices-Directory/Department-of-Finance/Our-Divisions/Treasury/Business-Tax-Information/Business-Tax-FAQ>

Scroll down to “Special Event Sales Tax”

STATE OF COLORADO SALES TAX: State of Colorado Tax: 303-238-7378

<https://tax.colorado.gov/>

NOTE: Both the City and State may send representatives to the event to check for compliance. Each artist is responsible for being properly licensed.

- When you price your work remember you will need to add tax. If you want to include the tax in your price, make sure you break it down on your receipt.
- Vendors who do not file their taxes for this event will be subject to enforcement action.
- The organizers of this event are required by law to supply the State and the City with a list of all vendors who attend this event. Be sure to file and pay your sales tax.

Tips, Tricks, & Artwork Information:

Unlike the guidelines for the Summer Art Market, there is no requirement that works sold at WHAM! be original artworks. We do recommend bringing artwork at a variety of price points, including some smaller or more affordable items with holiday gift-giving in mind.

- Bring plenty of artwork. Don't skimp. Give your potential buyers many choices.
- Think about bringing a variety of artwork options – some framed, some with mats only. Bin work generally sells well.
- Consider having a broad range of prices.
- Take the extra time to create a pleasing display of work. Consider your mat and framing selection carefully.

- Make sure you have enough artwork to fill your booth space comfortably. Mark your work clearly including medium, artist name, title and price. up your tent.
- Acknowledge the people who come into your booth. A simple "Hello" is fine. Don't be pushy, but make sure a customer knows you are there if needed.
- Remember this is a wonderful, fun event where you will get to meet lots of people and show off your work.

List of Items to Bring

- Table
- Chair (s)
- Cover for your table
- Calculator
- Receipt Book
- Markers/Pens/Pencils
- Tape/Tags to price your work
- Cord, string, and hardware to hang work on the fencing; tabletop easels, bins, etc. to display work on your table
- Business cards, postcards, etc. featuring you and/or your work
- Packaging for artwork, including gift-wrapping option
- Scissors
- Water/Food
- Business Cards
- Sales Tax License for City & County of Denver
- Equipment to display artwork (easels, bins, racks, etc.)
- Change – change will not be available onsite. Please bring your own bank.
- Sales Tax License for State of Colorado

Marketing Information:

There will be a marketing toolkit available beginning November 1 at ASLD.org/wham. ASLD will also be sharing event information with local media for promotion. We encourage you to promote the event through your own communication channels (social media pages, email lists, etc.). When promoting the event and speaking to patrons during the event, please mention that the event is a fundraiser for ASLD, which is a nonprofit organization.