

BREAD & WATER THEATRE RECESSION ART SHOW AND SALE

SPONSORING ORGANIZATION: BREAD & WATER THEATRE

Founded in 2000, Bread & Water Theatre is a 501(c)3 not-for-profit committed to making the arts accessible and affordable to a broad-based audience and acting as a positive agent of change in its community. Under the artistic direction of J.R. Teeter, BWT develops theatre that speaks to our living, evolving, and dramatically changing world through new and rare works of drama, and aspires to be a major force in American theatre, providing audiences with challenging contemporary drama and innovative community outreach programs.

BREAD & WATER THEATRE CONTACT INFORMATION

Website: www.BreadandWaterTheatre.org

E-mail: info@BreadandWaterTheatre.org

Phone: 585.271.5523

Mailing Address: c/o 7 Bly St.

Rochester, NY 14620

Theatre Address: 243 Rosedale St. (New Life Presbyterian Church)
Rochester, NY 14620

EVENT DETAILS

Currently in the arts community there is an approximate 30% decline in donation and attendance rates. To help draw more patrons to the theatre, BWT is holding a "Recession Art Show and Sale" to promote the theatre and neighboring artists and musicians that are also affected by this across the board decline in revenue. If successful this event will:

- Draw patrons from the surrounding community to the theatre thereby familiarizing themselves with the venue and the artists/musicians in attendance.
- Provide a networking opportunity between artists/musicians.
- Provide an immediate profit to the artists/musicians in attendance with the potential for residual profits through callback business.

All artists will be provided with a table and chairs to set up their booths. Musicians will be provided stage space, access to electrical outlets, folding chairs and access to a piano if necessary.

EVENT DATES AND TIMES

Saturday, August 15th from 2-7:30pm

Sunday, August 16th from 2-7:30pm

MARKETING PLAN

Each participant will be asked to contact previous patrons, friends and relatives to help promote this event. In addition, BWT will:

- Contact (more than once) our mailing list of 500+ via e-mail as well as post notices on Facebook and MySpace.
- BWT will contact local news organizations with a press release of the event and secure listings in local newspapers and local e-news lists.
- Create posters and other advertising material to post throughout the community.

COSTS

Each artist will have a \$20 tabling fee per day due two weeks prior to the event. Anyone interested in tabling for two days will have the option to rent space for two days for a discounted total price of \$35.

- These charges will cover rental of the building as well as compensate BWT for set up and tear down of the event.
- Checks must be made out to Bread & Water Theatre and sent to the above mailing address.

THE ROLE OF THE ARTIST

To be successful at this event the artist must take several items into consideration.

- As part of a “recession” sale a portion of your goods should be dedicated to more inexpensive varieties of art (\$1-\$50) or serve multiple purposes (i.e.: clothing) or in some way be practical to your potential patrons.
- Bring all the supplies that you will need to display your work. It is better to be over prepared than underprepared.
- Bring business cards and other marketing material to drive repeat business.
- Market this event to anyone that may be interested in attending. The more business you can drive to the event the better your bottom-line is going to be.

THE ROLE OF THE MUSICIAN

To be successful at this event the musician must take several items into consideration.

- Musicians will not be charged any fees for performing.
- Please inform BWT of any considerations you may need to perform (i.e.: proximately to electric outlets, space for instruments, etc.).
- Music must be played at a level where others will be able to conduct business.
- Music must be appropriate for an environment where both children and adults may congregate.
- Musicians may sell CD's of their work at this event free of charge.
- (If available) Bring promotional material for effective networking.

ARTIST TABLING FORM

Name:

E-mail:

Business Name and website (If applicable):

Street Address, City, State and Zip Code:

Please describe the nature of your work and the good that you will be selling:

WHICH DAYS WILL YOU BE TABLING FOR:

SATURDAY

SUNDAY

BOTH DAYS

DO YOU NEED ACCESS TO ELECTRIC OUTLETS:

YES

NO

Any other special considerations or comments?

\$20 TABLING FEE FOR ONE DAY
\$35 TABLING FEE FOR TWO DAYS

PLEASE MAKE CHECKS PAYABLE TO:
BREAD & WATER THEATRE, C/O 7 BLY ST., ROCHESTER, NEW YORK 14620

MUSICIAN FORM

Name (If you are part of a group please list all group members):

E-mail:

Business Name and website (If applicable):

Street Address, City, State and Zip Code:

Please describe the nature of your music:

DO YOU NEED ACCESS TO ELECTRIC OUTLETS:

YES

NO

Any other special considerations or comments?

CHOOSE YOUR TOP TWO TIME SLOTS

(Slots will be rewarded on a first come first serve basis)

SATURDAY

2-3:30 | ~~3:30-4~~ | ~~4-5:30~~ | ~~5:30-6~~ | ~~6-7:30~~

SUNDAY

~~2-3:30~~ | 3:30-4:30 | ~~4:30-6~~ | ~~6-7:30~~

PLEASE MAIL TO

BREAD & WATER THEATRE, C/O 7 BLY ST., ROCHESTER, NEW YORK 14620