

March 8, 2011

Dear Artist,

We invite you to participate in our annual **Cave Spring Lions Club Art Show and Sale**. The date will be **Saturday, April 30, 2011**; 96 display surfaces will be available.

We will be advertising twice in the **SWoCO** section of **The Roanoke Times** which reaches more than 90 percent of the households in Southwest Roanoke County. These ads will be supplemented by nine two-sided signs placed at strategic high traffic corners and an extra large banner atop our Lions Club building. Furthermore, we will have an ad on the Kroger digital billboard. In addition we hope to have public service announcements on the local radio and TV stations plus get listed in the **Inside Out** weekend calendar of the newspaper.

Also, we will be publishing **postcards** which will be mailed to participating artists and to customers who registered for the door-prize drawing at past years' events.

Please join us this year with your exhibit, and please share information about the show with your fellow artists and neighbors.

A **Registration Form** and an **Information Sheet** are also attached. Please return the **Registration Form** to: Cave Spring Lions Club, 5004 Colonial Ave., Roanoke, VA 24018. We look forward to hearing from you.

Sincerely,

Cave Spring Lions Club Art Committee

Attachments: Three

INFORMATION
CAVE SPRING LIONS CLUB ART SHOW AND SALE SATURDAY, APRIL 30,
2011

- Artist Set-up:** Saturday morning, April 30(day of sale), from 8:00 AM until 10:00 AM. Advertised hours are 10:00 AM until 4:00 PM. Flats and tables will be identified with your entry number (on the top right of the photocopy of your entry form). **Entry numbers are assigned upon receipt of your Registration Form on a first-come, first-served basis and determine exhibit location.** Our space limits the number of artists. Please respond as quickly as possible. Drapery hooks for hanging art on flats will be provided. "S" hooks also work well. Please have wire, **NOT SAW-TOOTH HANGERS**, on framed art.
- Chairs:** Plenty are available for all exhibitors.
- Sales:** Lions Club personnel will collect monies for all sales, including Virginia Sales Tax; the Lions Club agent will make payment to the Commonwealth of Virginia for taxes collected. The Lions Club has acquired a Roanoke County Business License for the event. Individual licenses are not necessary. Payment to artists, less a 30% commission, will be made by Lions Club check no later than Tuesday, May 24, 2011.
- Facilities:** Restrooms and a kitchen with freezer, refrigerator, and microwave are available on premises. You are welcome to use them if you wish. Bring lunch, dinner or refreshments. The Club will furnish coffee, sodas and bottled water. We would suggest bringing your own mug for hot beverages. After unloading, please park in lower lot and save close-in spots for customers.
- Closing:** After 4:00 closing and after customers have left, please plan to remove your unsold art (hopefully very little) from the building. Lions personnel will be available to assist.
- Other Questions:** Please call Bob Morse, 989-0219, with any additional questions. **Your calls are welcome.**

THANK YOU for EXHIBITING with US and
HELPING TO SUPPORT OUR SERVICE PROJECTS!

REGISTRATION FORM
CAVE SPRING LIONS CLUB ART SHOW AND SALE
Saturday, April 30, 2011

PLEASE RESERVE 1 SPACE (3 FLATS*, ONE SIDE) AT: \$25 _____
AND
_____ **ADDITIONAL FLATS***(1 SIDE ONLY) AT: \$10 ea. _____

****PLEASE ENCLOSE CHECK**** (payable to Cave Spring Lions Club) TOTAL \$ _____

ARTIST NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____

EMAIL: _____

MEDIUM: _____ PRICE RANGE: _____

TABLE NEEDED: (8 ft LONG by 2 ft WIDE) YES NO

_____NUMBER OF ADVERTISING POSTCARDS NEEDED (AVAILABLE WHILE SUPPLY LASTS)

* Flats are 3ft wide by 6ft tall

PHOTOCOPY OF THIS FORM, WITH REGISTRATION NUMBER, WILL BE RETURNED BY MAIL. PLEASE CALL BOB MORSE (989-0219) WITH QUESTIONS.

MAIL ENTRIES TO: CAVE SPRING LIONS CLUB, 5004 COLONIAL AVE., ROANOKE, VA 24018.