



# Frederick ART WALK



A outdoor art tour and sale through the Central Frederick Neighbourhood of Kitchener, Ontario.

## **Frederick Art Walk (FAW) Terms and Conditions for Participating Artists and Home Owners**

Last Updated on February 18, 2025

Note: All Houses and their Artists are subject to these Terms and Conditions.

### **ARTIST LOCATIONS**

FAW is centered in the Central Frederick neighbourhood. Houses hosting artists must be within the area bounded by Victoria, Krug and Lancaster streets and East Ave.

### **ARTWORK**

All forms of art and craft are welcome, but all work must be original and handcrafted/created by the Artist, in the media the Artist has specified in the application. All rights to the work must be owned by the Artist. Adjunct items (such as decorative props) must clearly be an addition to the original art work. Mass-produced or commercially manufactured goods are not in the tradition of the Art Walk.

**Important Details re PHOTOS:** This is important, so we can attach the photos to the correct artist. Photos **MUST** be named as: **NumberStreet-ArtistFirstNameLastName#.jpg** (or .png) where "#" is the photo number from 1 onwards. Example: the JPEG images for Jane Doe at 32 Krug St. must be named 32Krug-JaneDoe1.jpg, 32Krug-JaneDoe2.jpg, etc. If you register as your business name, use your business name. Example: 32Krug-ArtByJim1.jpg, 32Krug-ArtByJim2.jpg, etc.

Ideally, square photos are easier for our social media team. Using new photos each year helps to keep attendees interested in what you offer. Send us well lit, clear photos so that your work looks great!

**If the individual file size is too big or has an extension other than .jpg or .png, the system won't let you complete the application.** If you're having trouble, check each photo individually. Next, you may need to go back to the artist and ask them to adjust and resend you the photo(s). Should you still require assistance, please contact us at [fawartist@gmail.com](mailto:fawartist@gmail.com) and we'll try to help you.

If you're able to send us photo(s) of your setup from the previous year, to help us with marketing, they should be named NumberStreet-Setup (eg. 32Krug-SETUP.jpg) when uploading your other photos under Artist#1.

### **APPROVAL OF APPLICATION**

Houses applying to FAW shall submit the completed online application, including all photos of all art media types to be sold, by **midnight April 30, 2025, no exceptions**. Houses who participated in the previous year's tour are given first priority for this year. Artists shall be notified of the FAW Executive's selections on **May 3, 2025**.

FAW may cancel an approved application to participate, at any time without giving any reason and without incurring any liability of any nature, by refunding the Artist for the amount paid. Applications may be refused at the sole and absolute discretion of FAW without giving any reason.

## CONTACT INFORMATION

The email address, phone number, and name given as the house contact on the Application Form is the sole contact for the house for all communications about the FAW. Therefore this person is fully responsible for doing the assigned job, paying fees, and all other responsibilities associated with the house. They are also responsible to forward \*all\* FAW information to the other artists in their house. Watch your inbox and junk/promotions folders from April to October.

## ARTIST FEES, PAYMENT TERMS & CANCELLATIONS and OBLIGATIONS/RESPONSIBILITIES

All participating Artists agree to pay FAW the full cost of participation by cash or email money transfer by **May 17, 2025**. FAW reserves the right to cancel the Artist's participation if full payment has not been received by that date. Fees are shown on the web site ([frederickartwalk.ca](http://frederickartwalk.ca)). Fees are not refundable.

FAW is run as a co-operative: all houses must participate in the preparation and promotion through their own personal contacts and social media, and distributing FAW postcards. Printed promotional material is available for distribution and digital promotional material is available on the website.

**Wrapup Meeting:** FAW Executive will email the Zoom meeting link to the host before the wrap up meeting, and present key takeaways from the surveys and financial report at the meeting. If your house has any questions about that information, or comments/questions not included in the artisan survey, join us at the Zoom wrap up meeting on **October 28, 2025**. Your input is needed and important discussions happen during the meeting.

**Passport Surveys & Prizes:** Digital and paper surveys will be available for attendees to provide their feedback and email addresses, which is another key advertising stream. We are continuing to explore the best way to encourage participation in the survey. This year, two prizes have been purchased from our artists and will be promoted on our social media to drive responses.

## ARTIST SET-UP AND HOSPITALITY

Artists are to be fully set-up by **10:00 am on Saturday October 18 and Sunday October 19, 2025** with sufficient volume of saleable goods to offer customers. All artists must remain fully set up until 5:00 pm both days. There is a "Saturday only" designation available within the application. We would like this outdoor event to be as accessible as possible, so please keep that in mind as you set up. Bathroom availability is at the discretion of the home owner.

## ARTIST LIABILITY AND INSURANCE

FAW and FAW Executive are not responsible for any liability to the public. The Artists are strongly advised to provide their own public liability insurance. (Check your homeowner's policy for applicable coverage.) For liability reasons, no alcohol can be served. FAW and FAW Executive shall not accept any liability for theft, breakage, or any damage to the Artist's property, person, or home.

It is the responsibility of the Artist or home owner to carry the appropriate permits (including adherence to public health regulations relating to food), licenses and insurance, and to collect and remit the appropriate taxes where applicable.

## INFORMATION PRIVACY

FAW requires personal information in its application process; this information will be kept in strictest confidence and not shared with any third parties. Every accepted Artist has the opportunity and responsibility to inspect the information that will appear in any public domain. If an Artist has concerns about personal information shown on the FAW web site or social media, the Artist may request the removal of the item(s).