



Artists Paint the Birthplace of Old Naples
to benefit PAWS Assistance Dogs & Friends of Foster Children Forever

Prospectus

Third on Canvas 2019

OVERVIEW

Third on Canvas is a juried fresh paint event to be held in February 2019 where up to 40 artists will be painting on site at pre-determined locations in and around the historic Third Street South district of Naples, Florida. Painting days for the upcoming event will be Sunday, February 17th and Monday, February 18th.

Completed and framed "wet" works of art will be delivered to the Third on Canvas 2019 Committee between 10:00am and 12pm on Wednesday, February 20th at the Neapolitan Enterprises offices (255 13th Ave South, Suite 202, above the Old Naples Pub).

All works of art will be included in the Third on Canvas auction to be held on Thursday, February 21st from 5:00 -8:00 pm at the Naples Beach Hotel and Golf Club. All works of art will be sold to the highest bidder at The Third on Canvas Auction. All works will be judged, and cash prizes will be awarded to the top three works of art.

Proceeds from the sale of the works of art will be split between the artist and the beneficiary with the artist receiving up to 40% of the sale price depending on the donation choice of the artist. This year's beneficiaries are PAWS Assistance Dogs of Naples, FL and Friends of Foster Children. Each artist may, if they so choose, donate their portion of the auction proceeds to the beneficiaries.

ARTIST AND SITE SELECTION

Artists interested in participating in this event must complete the attached application and submit it and the required documentation no later than September 30th, 2018 to:

Third Street Merchants Association
PO Box 1585
Naples, FL 34106

Or

events@thirdstreetsouth.com

A jury of local art professionals will evaluate all applications and make final selections. Painting sites for the participating artists will be assigned on a first-come, first-served basis, based on the date the application was received. All artists will be notified no later than October 31st, 2018 of their acceptance and site selection.

THIRD STREET MERCHANTS ASSOCIATION
PO BOX 1585
NAPLES, FL 34106
PHONE 239-649-6707

Artists may select locations anywhere in the neighborhood within the following boundaries:

Broad Street South to the north, 15th Avenue South to the south, Fourth Street South to the east, and the beach to the west.

In addition to this area, a few artists may choose to paint around the city dock area at Crayton Cove.

PAINITNG DAYS

All artists will be provided with Third on Canvas promotional materials to be displayed at their site. Materials may include, but are not limited to, signs, T-shirts, etc. Artists are expected to use these materials to help increase awareness of the event.

Artists who are sponsored by Third Street South Association members will also have signs indicating who is sponsoring them.

Artists may display personal promotional materials including one (1) other finished work not to exceed 18" x 24" as well as business cards, brochures, and similar items to show to interested parties. No artwork will be allowed to be sold on the streets during painting days. Failure to obey this rule is cause for immediate expulsion from the event.

Artists are required to be at their painting site from 10:00 AM to 4:00 PM on February 17th and 18th. Artists who are not at their sites during these hours will not have their painting accepted for the auction.

Many participants choose to paint en plein air, although this is not a requirement. Artists should feel free to choose the subject and techniques that best represent their style.

Promotional materials are to be removed from the site by the artist each day.

ARTWORK FOR AUCTION

Each artist is required to produce only one work of art for the auction; however, they may work on more than one painting and may work on site for more hours than specified. They may not sell any other works while on location.

The artwork submitted to the auction **must** be one that the artist produced on site during the painting days.

Works of art must be two-dimensional and must be framed and wired and ready for hanging. The medium may be chosen by the artist and can include, but is not limited to, oil, acrylic, tempera, watercolor, pastels, or collage and must be on canvas, paper, board or other two-dimensional surfaces.

Framed works of art should be a minimum of 10 inches by 14 inches, not wider than 36 inches or heavier than 10 lbs. All artwork must be labeled on the back with artist information. In producing and submitting the art the artist agrees that:

1. The Work of Art is unique and an original product of the artist's creative efforts and was created during the painting days

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2. The Work of Art is and will remain an edition of one
3. The Work of Art is and will be free and clear of any liens, claims, or encumbrances
4. The Work of Art does not infringe on any proprietary rights of any sort including, without limitation, patents, copyrights, trademarks, rights of publicity, rights of privacy, and/or other rights of any third party.

DELIVERY OF FINISHED PAINTINGS

All completed and framed works of art should be delivered on Wednesday, February 20th between 10am and noon at the Neapolitan Enterprises offices (255 13th Ave South, Suite 202, above the Old Naples Pub).

AUCTION

The works of art will be displayed and sold at The Third on Canvas Auction event on Thursday, February 21st from 5:00 pm – 8:00 pm at the Naples Beach Hotel and Golf Club.

Invitations will be mailed to prospective buyers and collectors, upscale arts enthusiasts and known supporters of the beneficiary. Artists are encouraged to provide the Third on Canvas committee with names of collectors that the artist would like to invite to the auction.

The Committee will decide which works of art will be offered in the live and silent segments of the auction upon receipt of the artwork February 20th.

The Committee will use its best efforts to maximize the purchase amount for each work of art.

The beneficiary will remit payment to the artist within 30 business days of the auction.

Unsold pieces of work will be returned to the artist immediately following the auction.

PUBLICITY AND MARKETING

All Third on Canvas participating artists agree that the items submitted with their applications may be used by the committee for publicity and marketing purposes.

Third on Canvas, PAWS, and FFC will be responsible for all marketing and publicity for the event.

Any information the artist provides to the committee will be used in an appropriate manner to promote the event and participating artists.