

PROPOSAL STATUS: \_\_\_\_\_ RENTAL MONTH: \_\_\_\_\_

DROP OFF DATE: \_\_\_\_\_ PICK UP DATE: \_\_\_\_\_



**GALLERY EXHIBIT PROPOSAL & AGREEMENT**

Today's Date: \_\_\_\_\_

This agreement is between Marion Cultural Alliance, Inc. (MCA) and the Artist / Lessee listed below for limited use of the following facility:

Brick City Center for the Arts | 23 SW Broadway Street | Ocala, FL 34471

**Contact Information:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website / Social Media handles: \_\_\_\_\_

Current MCA Member     Not a Member Yet (Membership is REQUIRED to exhibit)

Exhibit Title: \_\_\_\_\_

Exhibit Description: \_\_\_\_\_

Participating Artist(s): \_\_\_\_\_

Medium(s): \_\_\_\_\_

Describe the theme / idea for exhibition (aims, target audience, innovation, etc.):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How does the proposed exhibit support MCA's mission?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

MCA encourages special programming to go along with each exhibit. Describe any accompanying events / programming to be included along with your exhibit (ie: artist talk, lectures, gallery walk-throughs, demos, etc.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

To best represent your work, please include all requested materials with your proposal via email in a PDF or Word Doc. Note: *Incomplete proposals will not be considered.*

1. **Artist Bio and/or Resume**
2. **Artist Statement** – Describe your work and the proposed exhibit
3. **Artwork Inventory List** – Include five (5) to ten (10) images of your work (jpeg or PDF). Each file should be labeled with TITLE, DIMENSION, MEDIA and PRICE. If the proposed artworks have not yet been produced, please provide a detailed description of the intent in addition to support material featuring past work. See Artist Entry Form for reference.

\_\_\_\_\_ LESSEE'S INITIALS

\_\_\_\_\_ MCA INITIALS



### **Important Information Regarding Your Exhibit at MCA:**

Marion Cultural Alliance, Inc., (MCA) a 501(C) 3 non-profit organization, operates Brick City Center for the Arts (BCCA) to further its mission of supporting the arts and cultural activity in Marion County with exhibits and programming that serve to enrich cultural life. The Brick' is a historic building that is owned by the City of Ocala, operated as an art center since 1992. Monies earned through the gallery assist in funding the operation and maintenance of the building, keeping it available for the public in the heart of historic downtown Ocala.

MCA's BCCA Gallery aims to showcase local, regional and emerging talent with exhibitions that will expand the public's appreciation of art as well as reflect the diversity of the community by showing a broad range of artistic techniques, styles, materials and ideas. The Gallery Committee, consisting of local artists, art leaders, community members and MCA staff, will review submitted applications on an on-going basis. The Committee favors proposals that best fulfill MCA's mission. Exhibition proposals can include group exhibitions, solo exhibitions, curatorial proposals, student exhibition proposals and more. The Committee plans the Art Gallery schedule one year in advance. Exhibitions can be on display for a period of one week up to five weeks. MCA will host an opening reception for each art exhibit on the first Friday of the month starting at 5pm. Specific times and additional programming / events must be discussed with the Gallery Director.

**Facilities and Gallery Hours:** The BCCA Gallery is located in the heart of downtown Ocala, and can accommodate 2-dimensional works on the walls and 3-dimensional works freestanding or on pedestals. There are electrical outlets and Internet connection. The Art Gallery is open Tuesdays through Saturdays from 10 a.m. to 5 p.m., and Saturdays from 11 a.m. to 4 p.m. Gallery is closed on Sundays, Mondays and holidays.

**Preparation:** MCA's exhibits are open to any media including, but by no means limited to traditional drawing, glass, printmaking, digital/new media, photography, sculpture, painting, installation, etc. All work must be original, no prints or reproductions. Please do not submit work that has already been shown in a previous exhibit at BCCA Gallery or anywhere around Ocala/Marion County. MCA recommend that Artist(s) plan on delivering a minimum of 20-25 works (depending on size). Keep in mind that for large group exhibitions a selection process will be necessary.

**Exhibit Standards:** To ensure a successful exhibit, Artists are encouraged to submit images of the work they will be showing, along with an Artist Entry Form. MCA's Gallery Director & Gallery Committee will review submissions and select the pieces that will follow our guidelines and ensure success in sales. Final selection of work is at the discretion of the Gallery Director. We reserve the right to reject work for the exhibition that does not meet MCA's standards/requirements or does not match the intent of the exhibit. All submitted pieces should not be offensive or controversial and must be suitable for a family-friendly gallery audience and public City building. Protection of intellectual property rights in the arts is of paramount importance to every artist. Therefore, Marion Cultural Alliance, Inc (MCA). reserves the right to reject and return any piece that in the sole

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discretion of MCA would potentially infringe on any existing copyrights, trademarks, and trade dress. **All work that is shown must be for sale, split 70% to the artist and 30% to MCA.** All work that is shown at 'The Brick' must be for sale, no exceptions. Sales will be closed through MCA, and artist commission paid by the 15th of the month following the exhibit.

**Installation:** Gallery Director will curate the exhibition and handle installation of all exhibit pieces in an effort to showcase the artist's work in the best possible way. All 2D work **MUST** be properly wired with suitable hanging mechanisms, and must be "gallery ready", either framed or created on a gallery wrapped canvas. If work is not gallery ready, it will not be accepted. All 3D work must be assembled by the artist before it is exhibited. Artist is responsible for installing their 3D piece unless otherwise specified by Gallery Director. If piece requires special installation, the artist is responsible for providing all materials the piece may require All work must be completed before submission. Any work that is not yet dry or is incomplete will not be accepted. All pieces should include an Identification Card in the back with name, contact info and title of the piece. No holes or hanging devices are to be added to the walls, floors, podiums, or portable walls. MCA's Gallery Director will take great care in handling artworks for exhibition. MCA is not liable for any damage that may occur.

**Set Up & Breakdown:** The artist is responsible for delivering and picking up artwork on the discussed dates to and from The Brick City Center for the Arts. Specific shipping and labeling details can be requested from the Gallery Director. Artwork must remain in the Gallery through the designated end of the show. Unsold items must be picked up by the date established by the GD. No space is available for pre-or post-event storage. If an Artist cannot make the pick-up dates, arrangements must be made with GD before the end of the show. Any work left at 'The Brick' for over 30 days without prior consent from the Gallery Director will be considered a donation and will become property of the Marion Cultural Alliance.

**Use of Facilities:** Staff will only be available during gallery hours. Staff assistance is not included, except for opening reception. If the gallery is used for other special events throughout the month, it is the artist's responsibility to provide staff to assist with set-up & clean-up. Exhibiting artists use of the facility is strictly limited to gallery hours, unless previously discussed with Gallery Director.

\_\_\_\_\_ LESSEE'S INITIALS

\_\_\_\_\_ MCA INITIALS

3 of 6

PROPOSAL STATUS: \_\_\_\_\_ RENTAL MONTH: \_\_\_\_\_

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**EXHIBIT RENTAL FEES:**

- MONTH EXHIBIT** - \$750 (plus tax)
- POP-UP EXHIBIT:**
  - ONE DAY/NIGHT ONLY – \$150 (plus tax)
  - ONE WEEKEND - \$250 (plus tax)
  - TWO WEEKS - \$500 (plus tax)

A non-refundable \$200 deposit is required to reserve dates. All exhibits are installed and curated by MCA’s Gallery Director. Each one includes gallery space, exhibit design & installation, art labels, 8 black sculpture stands (for 3D artworks), seasonal window display, tables/chairs for special events, & movable walls as needed. Patio available for \$150, limited use and waiver of liability for any property placed on patio is required.

Exhibit Dates: \_\_\_\_\_

Exhibit Drop Off: \_\_\_\_\_ (time) \_\_\_\_\_

Exhibit Installation: \_\_\_\_\_

Opening Reception: \_\_\_\_\_ (time) \_\_\_\_\_

Exhibit Pick Up: \_\_\_\_\_ (time) \_\_\_\_\_

Special Art Events: \_\_\_\_\_

- CATERING** – Artist(s) responsible for providing bites & refreshments for the opening reception, along with utensils, napkins, plates, cups, ice, and any other reception needs.
  - Food will be served free of charge to guests and patrons.
  - Name of Caterer: \_\_\_\_\_  Self-Catered
  - Expected Attendance: \_\_\_\_\_ (Suggested: 50 – 100 guests)

- ALCOHOL** – Please indicate below:
  - Alcoholic beverages will be served free of charge to guests
  - I or  my caterer \_\_\_\_\_ has the following:
    1. Off Site Liquor License?  Yes (please provide copy)  No
    2. Bartenders Certificate of Liability  Yes (please provide)  No
  - No Alcohol will be served

Note: MCA’s Bottle Club license allows patrons to consume alcoholic beverages which are brought onto the premises and not sold or supplied by the establishment. MCA staff is not permitted to serve. Please have a volunteer available to assist in the bar area.

**MARKETING:** MCA will work with the artist to design & produce promotional materials for the exhibit to be distributed in our weekly newsletter, social media platforms, website, media contacts, membership database and other platforms. Artist must provide images of their work, a brief bio and an artist statement stating the intent and main idea for the exhibit. Artist acknowledges that MCA must be recognized as the presenting

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sponsor for the exhibit on all marketing materials. Artist must cooperate in publicizing the exhibition. In addition, MCA can provide the following services:

- Promotional Graphic Design - included
- Digital Event & Marketing Through MCA Channels - included
- Exhibit Labels & Didactics - included
- Promotional Flyers (Printed) - \$35
- Virtual Gallery Design - \$80
- Media Release - \$25
- Gallery Signage - \$55
- Gallery Window Decal - \$65

**LIABILITY** - MCA's Gallery Director will work with the artist to curate and install artworks for exhibition. MCA is not liable for any damage that may occur.

I understand lessee holds MCA harmless for any damages to my artwork or property while at Brick City Center for the Arts as part of an exhibit or event, and accepts responsibility for any damages caused to the facility or contents by me or any guests of my event, including artwork exhibited and owned by others.

**CANCELLATIONS:** No refunds will be given regardless of reason for cancellation. No exceptions will be made even in cases of hardship.

**PATIO:** Please note that the public may gain unauthorized access to patio, and any property located there is at additional risk of theft or loss.

**PLEASE FURTHER SPECIFY YOUR NEEDS:**

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To submit, please enter 'Exhibition Proposal' into the subject line and e-mail proposal, images, PDF's and requested materials to MCA's Gallery Director as soon as possible.

**Gallery Director:** Ashley Justiniano | [ashley.justiniano@mcaocala.com](mailto:ashley.justiniano@mcaocala.com) | 352-369-1500

Lessee's authorized signature below indicates agreement to comply with all the terms and conditions of the policies and procedures associated with and incorporated in this Agreement.

Lessee Name Print: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

PROPOSAL STATUS: \_\_\_\_\_ RENTAL MONTH: \_\_\_\_\_

DROP OFF DATE: \_\_\_\_\_ PICK UP DATE: \_\_\_\_\_



**ARTIST ENTRY FORM**

BRICK CITY CENTER FOR THE ARTS GALLERY EXHIBIT

ARTIST CONTACT INFORMATION (Your artwork must accompany this sheet)

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CELL PHONE #: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**In order to promote the sale of art in the gallery**, Marion Cultural Alliance requests your permission to use images of your art placed in our newsletter, website, social media sites, or any other promotional material including posters, banners, brochures, invitations, and postcards. The title of your work and your name will be included with each use of your image. Protection of intellectual property rights in the arts is of paramount importance to every artist. Therefore, Marion Cultural Alliance, Inc (MCA). reserves the right to reject and return any piece that in the sole discretion of MCA would potentially infringe on any existing copyrights, trademarks, and trade dress.

\_\_\_\_\_ Yes, I understand.

\*Signed \_\_\_\_\_ \*Date \_\_\_\_\_

**PLEASE NOTE: A MINIMUM OF 20 PIECES IS REQUIRED TO BE SHOWN IN THE GALLERY.**

TITLE OF PIECE: _____ MEDIUM: _____ PRICE: _____ DIMENSIONS _____	Include Image 1 (or brief description)
TITLE OF PIECE: _____ MEDIUM: _____ PRICE: _____ DIMENSIONS _____	Include Image 2 (or brief description)
TITLE OF PIECE: _____ MEDIUM: _____ PRICE: _____ DIMENSIONS _____	Include Image 3 (or brief description)

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\_\_\_\_\_ MCA INITIALS

PROPOSAL STATUS: \_\_\_\_\_ RENTAL MONTH: \_\_\_\_\_

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TITLE OF PIECE: _____ MEDIUM: _____ PRICE: _____ DIMENSIONS _____	Insert Image 4 (or brief description)
TITLE OF PIECE: _____ MEDIUM: _____ PRICE: _____ DIMENSIONS _____	Insert Image 5 (or brief description)
TITLE OF PIECE: _____ MEDIUM: _____ PRICE: _____ DIMENSIONS _____	Insert Image 6 (or brief description)
TITLE OF PIECE: _____ MEDIUM: _____ PRICE: _____ DIMENSIONS _____	Insert Image 7 (or brief description)
TITLE OF PIECE: _____ MEDIUM: _____ PRICE: _____ DIMENSIONS _____	Insert Image 8 (or brief description)
TITLE OF PIECE: _____ MEDIUM: _____ PRICE: _____ DIMENSIONS _____	Insert Image 9 (or brief description)
TITLE OF PIECE: _____ MEDIUM: _____ PRICE: _____ DIMENSIONS _____	Insert Image 10 (or brief description)

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