



# The Biggar Little Festival 2020

*A SMALL TOWN AT LARGE*

Please can you provide 2 jpeg images that can be used for social media campaigns	
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Completed by:

Date:

**THANK YOU FOR COMPLETING YOUR REGISTRATION FOR BIGGAR LITTLE FESTIVAL 2020**

Please send your completed form to Tracey McMaster at [tracey@biggarlittlefestival.com](mailto:tracey@biggarlittlefestival.com) or 14 Moss Side Road, Biggar ML12 6GF by **Monday 10<sup>th</sup> August 2020**.  
Where possible please send completed form and images by e-mail.

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## **NOTES ON EVENT REGISTRATION**

**Please see the attached guidance notes on the Biggar Little Festival Virtual Exhibition. If you decide to register for this event there will be further step by step guidelines on how to upload your work to the Artwork Archive Exhibition and Folksy if you decide to sell through this outlet.**

Please make sure that you read these notes before completing your Registration Form. If you're not sure about any of the information asked for on the form, please contact Tracey McMaster on 07855727037.

### **Deadline for Registrations**

The deadline for registering your event for this year's Biggar Little Festival is **Monday 10th August 2020**. This is essential to give the Committee adequate time to co-ordinate and finalise the marketing schedule.

### **Advertising Materials**

Please can you provide photos which could be used to promote your event, Please ensure that you have the permission of those appearing in the photo.

### **Selling Online**

It is the responsibility of the Artist as the seller to complete a binding contract with the consumer. Contracts that are formed via the internet are legally binding and enforceable when the following conditions are satisfied: offer - one party must contract with the other, e.g. offer to buy goods acceptance - the other party must expressly accept the offer.

### **General information and advice**

Please speak to a member of BLF Committee in the first instance if you or your group need any information on organising and running your Festival event. If we are not able to answer your question or assist directly ourselves, we will try and put you in touch with someone who can.

Thank you for your co-operation – we're looking forward to your involvement in Biggar Little Festival 2020.

Please return the completed form to:

Tracey McMaster at [tracey@biggarlittlefestival.com](mailto:tracey@biggarlittlefestival.com) or 14 Moss Side Road, Biggar, ML12 6GF.  
**Biggar Little Festival Committee**

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### **Biggar Little Festival Virtual Exhibition**

The Biggar Little Festival Virtual Exhibition will be a virtual event celebrating the talents of our local artists and offering artworks for sale. It replaces the Open Studios event in 2020 and is a response to the challenging conditions occasioned by the Covid 19 pandemic.

The Virtual Exhibition will be fully inclusive accommodating shielding and non-shielding artist alike. It will also allow all members of the community to participate and avoids the many practical challenges of social distancing in small studio spaces/artist's homes.

### **About the Virtual Exhibition**

The Virtual Exhibition will be presented using a digital tool called Artwork Archive. This will allow artists to showcase as many, or as few of their works as they like online. They can also provide information about themselves and what inspires their work. Artists will be able to upload artwork information and images directly to the Artwork Archive digital platform via a link provided by BLF.

This example of a virtual exhibition created using Artwork Archive gives an idea of how the Biggar Little Festival Virtual Exhibition could look - <https://www.artworkarchive.com/profile/2020-winter-park-paint-out/collections>

The digital Artwork Archive platform allows Biggar Little Festival to professionally present the artworks uploaded and arrange them into different mini and larger exhibitions. It also allows customers to view the artworks organised as smaller collections e.g. items under £25, by medium-used or subject matter.

Individual items of artwork can be made available for sale on Artwork Archive by:

1. Adding the artist's contact, enquiry or by appointment details next to the item for sale
2. Or by linking through to the artists website or online shop (e.g. Etsy or Folksy shop) via a "Purchase button" placed alongside the item for sale. Here is an example

<https://www.artworkarchive.com/profile/lawrence-lee/artwork/visitor-lawrence-lee-fd881f>

### **Selling Online**

Biggar Little Festival appreciates that some artists may not be set up for online sales right now. We also appreciate that this can be a time-consuming and costly investment. To assist artists further, BLF have teamed up with online sales platform Folksy.com. Folksy.com is a UK based sales platform specialising in the sales of handmade gifts and original artwork. Subscribers pay a monthly fee to Folksy.com to use the sales platform, and are charged a commission of 6% plus VAT on any sales generated.

BLF have negotiated a 4-month free trial of Folksy.com's Plus plan which is available to all artists taking part in the Virtual Exhibition (with 3 months being subsidised by BLF and the remaining 1 month being subsidised by Folksy.com). To find out more about selling on Folksy.com please visit <https://folksy.com/selling>.

**Please note:** You do not need to have an online shop or be signed up to Folksy.com to participate in the Virtual Exhibition. All artists are warmly welcomed.

### **Delivery of Goods Sold Online via the Virtual Exhibition**

Artists will be fully responsible for the delivery of all items purchased online to customers. The delivery method will be of the artist's choosing and the relevant delivery information must be provided alongside the items offered for sale online.

To assist with the delivery process, BLF hopes to identify a "pick up point" on Biggar High Street that could be used as an alternative to hand delivered, couriered or posted items.

### **Promotion of the Virtual Exhibition**

One of the biggest challenges of doing any event "virtually" is ensuring it is seen online and that it attracts a high volume of visitors. Biggar Little Festival will be investing in a combination of email marketing, social media advertising, social media promotion and google ads to achieve the necessary visibility for the event.

### **Dates for Virtual Exhibition**

The Virtual Exhibition will be launched on Thursday 22nd October (the day before Open Studios would have launched had it been going ahead this year). The event will run for one month finishing on Sunday 22nd November.

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To keep interest going during the month-long period, the overall exhibition will be promoted as 5 collections, one of which will be launched via email/social media on the Thursday of each week (22<sup>nd</sup> and 29<sup>th</sup> Oct & 5<sup>th</sup>, 12<sup>th</sup> and 19<sup>th</sup> Nov).

**Please note:** All items in the exhibition will be on sale for the entire period. The collections are simply a way of highlighting different parts of the larger exhibition and keeping the interest going for potential customers.

### **Cost of the Virtual Exhibition**

The cost of running the Virtual Exhibition will be met by a combination of grant funding, Biggar Little Festival reserves and artists' contributions.

Artists will be charged a fee of **£35** to participate. This represents excellent value covering all advertising and promotion, an optional subscription to Folksy.com (worth £20) and the administrative support of the Biggar Little Festival Administrator and volunteers.

### **Future of Open Studios 2021 and beyond**

Biggar Little Festival remains fully committed to the Open Studios format. There is huge value in bringing artists and the community together and sharing and celebrating the creative process. We very much hope that we can bring audiences the Open Studios they know and love in 2021. On the other hand, if the Virtual Exhibition is successful, we may very well bring this event back too!