

**LESLIE GROVE**  

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**GALLERY**

**RENTAL  
INFORMATION  
PACKAGE**

*INCLUDES: Marketing. Planning. Hanging. Opening Reception. & more*

## **SECTION 1 - MARKETING YOUR EXHIBITION**

Marketing is an important part of the success of your show and although the primary responsibility for marketing falls with the Artists, we are here to help!

### **A. PROMOTIONAL SERVICES**

#### **1. EMAIL**

- The Leslie Grove Gallery will send at least 2 promotional emails to its email list.
- May include at least one image, show description, link to LGG website, opening reception, Artist Talk or other show activity, if applicable.
- Emails may not be exclusive to show, and additional Artists Network content may also be included in these emails.
- Begins 1 week prior to show start date

#### **2. FREE EVENT LISTINGS**

- As available to all relevant free event listings

#### **3. WEBSITE**

- Promoted on lesliegrovetgallery.ca pages: Upcoming, Current, and Past Events

#### **4. ONLINE GALLERY & STORE**

- The featured exhibition on lesliegrovetgallerystore.ca if applicable.

#### **5. FACEBOOK EVENT**

- A co-hosted Facebook event through the Leslie Grove Gallery Facebook pages is available if requested.

#### **6. ORGANIC SOCIAL POSTS**

- Organic promotional posts through the Leslie Grove Gallery and Artists' Network social media profile addresses below.

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- Make sure you are following all our handles.
- We will be reposting content as available while maintaining healthy social accounts. **So, post often and make sure you tag us** so that we see your posts. Reels are especially effective as are Stories that are easy for us to share

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<https://www.instagram.com/artistsnetwork.ca>

<https://www.facebook.com/ArtistsNetwork123>

<https://twitter.com/artistsnetwork1>

<https://www.instagram.com/lesliegrovegallery.ca>

<https://www.facebook.com/lesliegrovegallery>

<https://www.instagram.com/riverdaleartwalk/>

<https://www.facebook.com/RiverdaleArtWalk/>

<https://www.instagram.com/artwalksquare/>

<https://www.facebook.com/ArtWalkSquare/>

## B. MATERIAL REQUIRED

**DEADLINES: All material is due no later than 2 weeks prior to your exhibition start date.**

Please note all deadlines and timing is mandatory if you want your marketing to be in place for your show.

### 1. COMPLETED RENTAL MARKETING FORM(S)

<https://www.lesliegrovegallery.ca/rental-marketing-form/>

#### RENTAL MARKETING FORM 1

This form provides the Artists' Network all the essential text and graphic images for the Main Marketing Content, including:

- Contact Information
- Exhibition Information: show name, artists in show, dates, opening reception.
- Online Gallery and Store: Leslie Grove Gallery or Artist Hosted/url required.
- Social Media: List your social media platforms, including hashtags
- Exhibition Description: Marketing team members will be using these statements for different purposes that may allow different lengths of copy, therefore we need all lengths to properly promote:
  - Very Short Blurb: of the exhibition, including the name of the artist(s), maximum 350 characters, for social media platforms.
  - Description: of the theme of the exhibition or artworks, or both, maximum of 1000 characters, for email campaign.
  - Full exhibition statement for website: 2-4 paragraph description of the exhibition. May also including short Artist's Statement/Bio (approximately 350 characters).
- Upload Main Marketing Graphics:
  - See all details on specific image requirements at the <https://www.lesliegrovegallery.ca/rental-marketing-form/>

- Image details are also listed in *SECTION C. GRAPHIC DESIGN RECOMMENDATIONS* of this document along with recommendations on graphic design and program sources for creating your graphics.

### RENTAL MARKETING FORM 2 (optional)

Purpose of this form is to provide additional resource materials for marketers.

- All resources may not be used.
- Once you have hung your show or even after your opening you may wish to share images of the gallery and event, you may return to Market Form 2 to upload and send images to share with the marketers. OR better yet, post yourself and tag us!
- Upload up to 7 additional images, artworks, extra graphics, exhibition, opening...
- Group Exhibition may include material from EACH Artist

## **2. ONLINE GALLERY & STORE**

Artists have the option of using our Artists' Network hosted Online Gallery and Store so that the artwork can be promoted online. There is an additional cost for this to cover setup but commission is the same as without a store.

### LESLIE GROVE GALLERY STORE

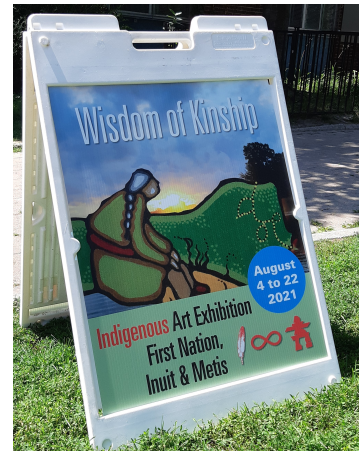
- Your online profile and store will be launched the same day as your gallery exhibition and run until the rental period's end. Artwork sold will be marked SOLD in the gallery and online. Please note the fee for this service is \$300 to cover time required to set up the store.
- Artists need to provide **IMAGE FILES OF ART WORK**: Email info@artistsnetwork.ca, with subject line "**LGG Exhibition Title – Exhibition Dates**". Send files through a file transferring site (ie. WeTransfer) or a shareable cloud storage folder (ie. GoogleDrive, MS OneDrive, Dropbox downloadable link).
- When photographing and submitting your images, please, adhere to the following:
  - File formats .jpg, .jpeg, .png, 2MB maximum, recommend 1500px on largest side.
  - File Name Image: **Firstname  
Lastname\_Title\_Price\_Medium\_SizeHxWxD\_Year.jpg**

- Please note that medium will be general medium categories. If you would like to include important medium details in the title of your files including substrate, we will, when possible, copy and paste that into a further 'description' section when possible.
- Quality file mages of only work in your gallery Exhibition
- Resolution is suitable for online viewing
- The artwork should be straight and level.
- Photographs **MUST** be well lit, with little to no glare. Photograph artwork before being framed
- Each image should be cropped to the edges of the artwork, with no background or frame visible.

### 3. OUTDOOR SANDWICH BOARD SIGN

The Artists' Network promotes exhibitions using a sandwich board to draw attention and direct traffic at street level.

- Artist is responsible for creation and production. Template available.
- Two signs are required, one for each side of the board
- The graphic must be vertical, 22"x28" and 300 dpi, allow for bleed
- Two signs cost approximately \$90, including delivery to the gallery; when ordered from Tristone Media Group Print, contact Steve Naumovsk, 416-237-1975. Or use your preferred printing company



## C. GRAPHIC DESIGN RECOMMENDATIONS

### 1. CREATING YOUR MAIN GRAPHIC

These graphics will be at the forefront of the Leslie Grove Gallery marketing campaign for your exhibition.

- Consistency across all social media platforms means selecting one image or a collage of images when designing your graphics.

- The text should include the **Title of the Exhibition** and **dates**.
- Additional information is up to you.
- Leslie Grove Gallery and the Artist's Network logo use upon request



## 2. GRAPHIC SIZES

Regardless of the graphic building program you use, it should have templates for these sizes; however, there may be image sizes that will require you to customize, such as for Eventbrite.

High-quality images of your artwork are a **MUST**. Using a larger image than what is required or a relative size will ensure that none of your images are blurry or pixelated. For example, Eventbrite requires that your image spans the entire width of 2160 pixels, so your artwork photo should be relative to that width.

Sizes indicated below are **width x height**

### WEBSITE BANNER

- 1500 X 500 pixels

### FACEBOOK EVENT COVER

- 1920 X 1005 pixels
- **DO NOT** place text too close to the edges because it could be crop when moving from desktop to mobile view. For more on Facebook Event Cover, go to <https://blog.snappa.com/facebook-event-photo-size/>

### INSTAGRAM

- width should always be a minimum 1080 pixels
- 1080 X 1080 pixels for square (this is the size we require)
- 1080 x 566 pixels landscape
- 1080 x 1350 pixels portrait
- also 1080 x 1920 pixels for Stories (width should always be a minimum 1080 pixels)

### EMAIL BANNER

- 600 X 300 to 600 x 400 pixels
- length can vary, but 600 pixels width is the standard size

### FREE LISTINGS

- Eventbrite: 2160 x 1080 pixels
- Tourism Partners: 1920 x 800 pixels
- Daily Hive: 1733 x 1000 pixels

## 3. GRAPHIC BUILDING PROGRAMS

If you are new to building your graphics, do not be intimidated -- play around, have fun, try out all the tools and see what they do. These programs will have similar functionalities. Find the one you like the best.

Here are a few suggested graphic building programs, yet there are others to be found. They all have free versions, which means they can come with limitations, such as a watermark on your finished image. Read their requirements and options before starting.

### **Adobe Spark**

<https://spark.adobe.com/>

They do offer 14-day trials, including all the functions, no watermark. Opting for the trial means doing all your graphics within those two weeks.



Here is a 15-minute video that walks you through creating an image with text, beginning to end, and shows you all the Spark features in the mobile app.

<https://youtu.be/6iZTwY0Yod0>

### **Canva**

<https://www.canva.com/>

Here is complete beginners guide video <https://youtu.be/un50Bs4BvZ8>

On their home webpage, you will find an entire section on how to create graphics using Canva.

### **Snappa**

<https://snappa.com/>

This video will introduce you to the Snappa software, <https://youtu.be/7IJ0BTNtam0>. You can find additional and more specific articles on their blog.

## **D. SUGGESTIONS FOR PROMOTING YOUR EXHIBITION**

In addition to all your digital email and social marketing efforts consider the following collateral material:

### **1. BUSINESS CARDS**

### **2. POSTCARDS**

- featuring recent artworks

### **3. WEBSITE**

- up to date

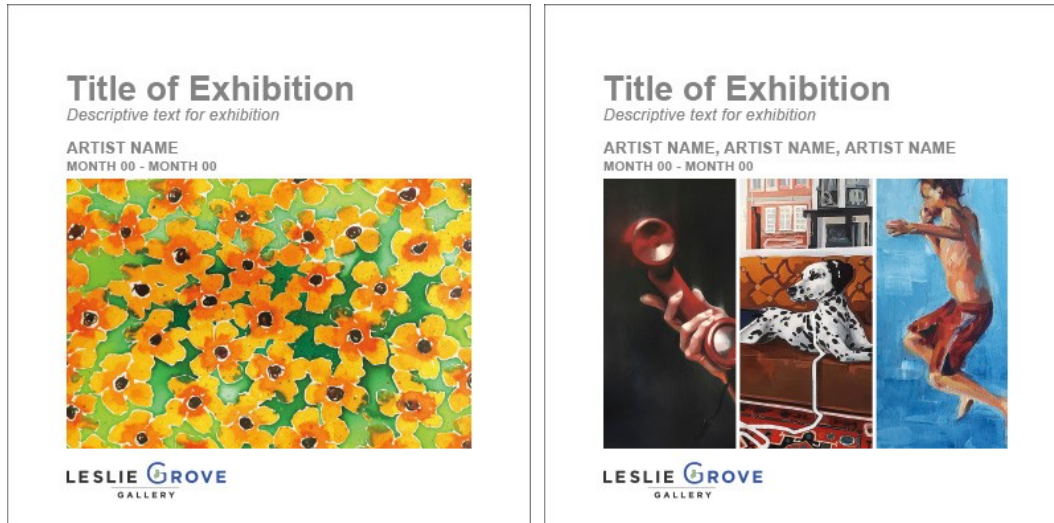
### **4. ARTISTS NETWORK BINDER**

- The Artists' Network has available a binder available that can act as an exhibition catalogue for detailed information about art work and artist(s).
- Includes 8.5" x 11" slip sleeves
- Has a cover slip to hold 8.5" x 11" sheet

### **5. EXHIBITION CATALOGUE**

- Create a booklet that features the exhibition and artwork

- Artists' Network template available - contact the Artists' Network at [info@artistsnetwork.ca](mailto:info@artistsnetwork.ca)
- Guidelines for Artists' Network Exhibition Catalogue Template
  - Option 1: 5-1/2" X 5-1/2" double-sided, colour print, saddle stitched
  - Option 2: 8-1/2" X 8-1/2" double-sided, colour print, saddle stitched
  - Select images from the exhibition
  - Introduction or overview of the exhibition
  - Artist biography and Artist Statement (maximum of 1,160 characters)
  - 40 pages suggested
  - Recommend printing by The Printing House. Price is based on quantity.
  - Examples of solo and group exhibition catalogues



## E. LESLIE GROVE GALLERY LOGO USE

Logo's may be incorporated on marketing materials but must be reviewed and approved by the Artists' Network to ensure brand guidelines are adhered.

Please email [info@artistsnetwork.ca](mailto:info@artistsnetwork.ca)

### 1. LGG BLACK & WHITE

### 2. LGG COLOUR

## SECTION 2 - PLANNING & INSTALLING YOUR EXHIBITION

### A. PREPARING FOR EXHIBITION

You will be working closely with the staff when installing your artworks; however, in preparation, you will need to prepare a layout of your exhibition. Contact the Artists' Network to arrange to visit the gallery and review the space and requirements before hanging your show.

#### 1. THE SPACE

With a total of 635 square feet of space, the Leslie Grove Gallery is the perfect venue for hosting your next solo or group show.

#### GALLERY FLOOR PLAN

- Refer to the Gallery Floor Plan *APPENDIX 1* when choosing your artworks and preparing a layout. Remember to take advantage of Mobile Display Unit.
- We offer over **70 linear feet of hanging space plus 12 linear feet** on a moveable display module that allows you to customize your exhibit.

#### 2. HANGING SYSTEM & CONSIDERATIONS

**The Leslie Grove Gallery has a rail- track system for hanging artwork and four plinths available. Some items to consider:**

- Each wire can hold a approximately 12 lbs load
- Gallery Style, positioned in a single row
- Salon Style, pieces are placed one above each other
- Galleries generally hang artwork centered at 56" – 60", 52" for accessibility
- Remember to leave room on the wall for artwork labels

- Hanging in front of or above windows is not permitted
- We are an accessible building, so work must be installed to allow free movement through the space.

### 3. LABELS

Wall labels should be installed on the side of each piece of art.

- We recommend **clear labels** for a professional look: 2"x3", suggest using [avery.ca](http://avery.ca) for designing and printing on Avery #22822 (2" x3") or Avery #7664 3 1/3" x 4" rectangle label or other similar label depending on your printer.
- Suggested text for wall label: Name of Artist, Title of Artwork (year), Medium, Size (HxW), Price and website or social platform, possible QR code to purchase if sending to artist website.

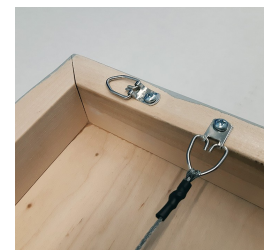
### 4. FRAMING OR MOUNTING ARTWORK

Professional framing and mounting services are highly recommended. The gallery does not endorse any one service but can offer the following suggestions:

- Akasha Arts Projects Inc. – 204D Carlton Street, Toronto ON M5A 2L1
- Dimensions Framing – 732 Queens Street East, Toronto ON M4M 1H2 (discount card available at the gallery)
- Deserres Custom Framing at various locations across Toronto

### 5. PREPARING ARTWORK FOR HANGING

- All artworks must be completely dry, set, cured, fixed, or protected and suitable for installation.
- 2-D works: Secure D-rings on the back of the artwork, one either side, 2 inches from the top edge of the work to the top of the D-ring, even if the piece is wired.



- Home installation – *Not mandatory*; however, the gallery recommends your artwork be wired for home installation.
- When it sells and leaves the gallery, it should be ready to hang in its new location.
- Artworks using DiBond and acrylic laminates will be hung using the top horizontal bar on the back as display hooks.
- Prepare identifying labels, *APENDIX 2, Print, Cut, Complete, and Securely Attach* to back of artwork.

## B. INSURANCE

The artist is responsible for artwork insurance. The Artists' Network and Leslie Grove Gallery are not liable for theft or damage of artwork during the exhibition, installation, takedown, and removal.

**In addition, we highly recommend that all professional artists should carry their own liability insurance for all their business activities.**

## C. INSTALATION

### 1. SUPPORT

Installation is the full responsibility of the artist. Staff and LGG Committee members are available to assist as available. This must be requested ahead of time.

### 2. DELIVERY & HANGING

- You will deliver and hang your artworks on the Tuesday afternoon, 12-5 PM, before the opening date of your exhibition.
- Any extended hours needed for installation will need to be organized ahead of time and may require additional fees.

You are responsible for removal of all packaging and shipping materials once the installation of artwork is complete.

## **D. SOLD WORK**

### **1. SALES TRANSACTIONS**

Artwork sold through the Artists' Network and during the exhibition will be subject to a 15% commission/processing fee, and it will be marked SOLD in the Leslie Grove Gallery online store (if applicable).

### **2. PICK UP & DELIVERY**

Sold works can be picked up at the gallery; otherwise, Artist is responsible for delivery as well as any shipping costs.

### **3. PACKAGING SHIPPING**

Rental artists are responsible for all packing and shipping materials and will provide to the gallery as needed for any work picked up at the gallery.

## **E. TAKEDOWN AND STORAGE**

You will arrange in advance the takedown specifics with the staff.

### **TIMING**

- All artwork is removed on the final day of your show, Sunday between 5-7 PM.
- Alternative arrangements may (dependent on staffing availability) be made for a Monday teardown however additional fees will be incurred.

### **FAILURE TO REMOVE WORK**

- All artworks must be removed or subject to storage fees, as stated in the Rental Contract.

## **SECTION 3 - OPTIONAL EVENTS & SERVICES**

### **A. ONLINE GALLERY & STORE HOSTED BY ARTISTS' NETWORK**

Artists may choose to use the Leslie Grove Gallery Storefront:

<https://www.lesliegrovegallerystore.ca/> to present the exhibition work as well as provide an online shopping platform.

Your online profile and store will be launched the same day as your gallery exhibition and run until the rental period's end. Artwork sold will be marked SOLD in the gallery and online. Please note the fee for this service is \$300.

For more details, please refer to SECTION 1 - MARKETING YOUR EXHIBITION, B. MATERIAL REQUIRED, 1. ONLINE GALLERY & STORE PROFILE.

### **B. ARTIST OPENING RECEPTION**

The Artists' Network follows all of Ontario Public Health and Toronto Public Health COVID-19 recommendations and restrictions.

**If your opening reception does not include alcohol the Artists Network will include your reception in our own gallery operations liability policy at no charge.**

#### **1. TIMING**

- Event held on Thursday evening 6-8 PM or weekend afternoon.
- Any other time subject to approved based on staffing availability. Additional fees may be required.
- Clean-up is 15 min after event. Additional costs may be incurred if hours are extended beyond 8:15 PM.

#### **2. DETAILS**

- Artist facilitates event and follows all COVID – 19 protocols at the time of the event.

- Food and beverages being served to be reviewed with Artists' Network ahead of time to ensure best practices for visitor and staff comfort and safety.
- There is no storage of food available.
- Artist is responsible all set-up and clean up.
- Artist responsible for providing all event items: glasses, tableware, etc., as required.
- The Artists' Network has a table that can be used.

### 3. BAR

#### INSURANCE REQUIRED

- If you choose to provide alcohol (gratis, not for sale) **you must obtain a special event liability insurance certificate and name the Artists' Network of Riverdale as an additional insured.**
- A number of companies offer this insurance. We do not recommend one company over another and companies are available through a simple internet search. One example of such a company is <https://duuo.ca/event-insurance/>

#### SPECIAL OCCASIONS PERMIT REQUIRED

- If serving alcohol, you must have a Special Occasions Permit.
- The Artists' Network can coordinate the permit with a request with at least 2 week notice, and will invoice you accordingly.

#### SMART SERVE ATTENDANT REQUIRED

- You must have a smart serve attendant (4hrs min).
- To be coordinated and managed by the artist. The Artists' Network has a few contacts if needed.





## **C. ARTIST TALK AND DEMONSTRATION**

We strongly encourage Artists to be present and actively engage with visitors in the gallery during your exhibition. Some items to consider:

- Chairs available
- Table(s) available
- Projector available on request. Speak to gallery about specifics

## **SECTION 4 - CHECKLIST FOR EXHIBITION**

### **1. PRIOR TO YOUR EXHIBITION**

- Complete and Submit Rental Marketing Form 1 and Form 2 (optional). Due 2 WEEKS IN ADVANCE.
- Send images for posting on Leslie Grove Gallery Store (optional). Due 2 WEEK IN ADVANCE.

### **2. CONFIRM DETAILS WITH GALLERY STAFF TO INSTALL EXHIBITION**

- Occurs Tuesday afternoon before the opening date of your exhibition unless alternative arrangements have been made.

### **3. PRIOR TO INSTALLATION OF ARTWORK**

- D-rings – Secure on the back, one on each side, 2 inches from the top edge to the top of the D-ring, even if you have wired your piece for home installation.
- Home installation – *Not mandatory*; however, the gallery recommends your artwork be wired for home installation.
- Secure identifying label on the back of each work, *APPENDIX 2*
- Prepare Wall Labels – recommend clear printed labels

### **4. ARTIST PROMOTIONAL MATERIALS FOR EXHIBITION**

- Postcards, business cards catalogue/binder pages,
- Outdoor poster
- Artist newsletter and social promotion and advertising planned/booked/scheduled

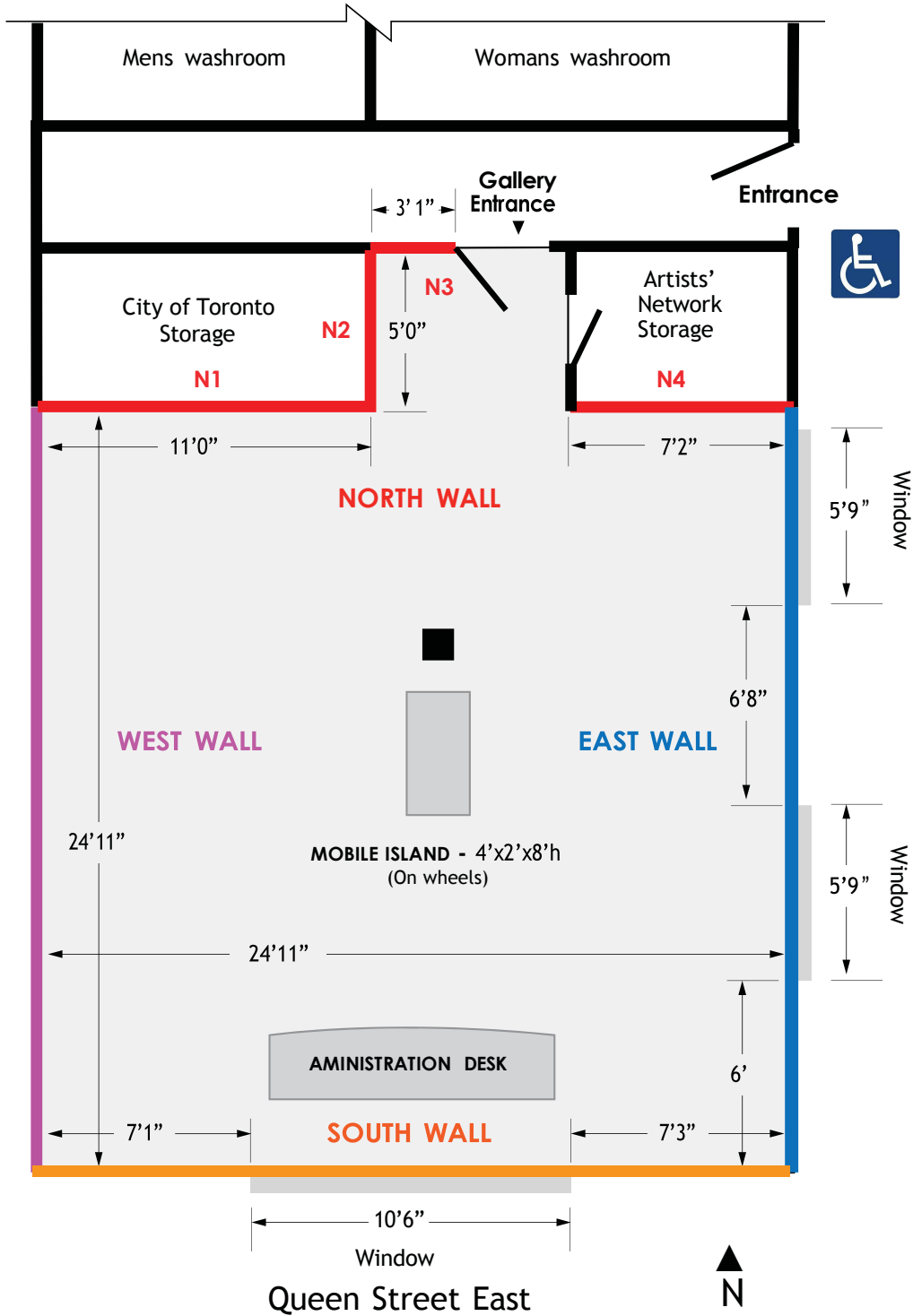
### **5. EVENTS**

- Logistics for your Opening Reception or Artist Talk, or both, have been arranged with staff.

### **6. ARRANGE DETAILS TO REMOVE EXHIBITION**

- It occurs 5-7 pm on the final day of the exhibition

**APPENDIX 1 - GALLERY FLOOR PLAN**



**APENDIX 2 - SAMPLE LABELS FOR BACK OF ARTWORKS**

**ARTWORK RENTAL GALLERY**

ARTIST: \_\_\_\_\_

TITLE: \_\_\_\_\_

MEDIUM: \_\_\_\_\_

SIZE (HXW): \_\_\_\_\_

PRICE: \_\_\_\_\_

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**ARTWORK RENTAL GALLERY**

ARTIST: \_\_\_\_\_

TITLE: \_\_\_\_\_

MEDIUM: \_\_\_\_\_

SIZE (HXW): \_\_\_\_\_

PRICE: \_\_\_\_\_

**LESLIE GROVE**  
GALLERY

**ARTWORK RENTAL GALLERY**

ARTIST: \_\_\_\_\_

TITLE: \_\_\_\_\_

MEDIUM: \_\_\_\_\_

SIZE (HXW): \_\_\_\_\_

PRICE: \_\_\_\_\_

**LESLIE GROVE**  
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**ARTWORK RENTAL GALLERY**

ARTIST: \_\_\_\_\_

TITLE: \_\_\_\_\_

MEDIUM: \_\_\_\_\_

SIZE (HXW): \_\_\_\_\_

PRICE: \_\_\_\_\_

**LESLIE GROVE**  
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**ARTWORK RENTAL GALLERY**

ARTIST: \_\_\_\_\_

TITLE: \_\_\_\_\_

MEDIUM: \_\_\_\_\_

SIZE (HXW): \_\_\_\_\_

PRICE: \_\_\_\_\_

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**ARTWORK RENTAL GALLERY**

ARTIST: \_\_\_\_\_

TITLE: \_\_\_\_\_

MEDIUM: \_\_\_\_\_

SIZE (HXW): \_\_\_\_\_

PRICE: \_\_\_\_\_

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