

SAMPLE APPLICATION

Applicant's name: Jane Clay

Business name: Ocean State Ceramics

Address: 5 Ocean Dr

Address line 2:

City: Westerly

State: RI

Zip: 02909

Home Telephone: 401/867-5309

Business Telephone: 401/867-5309

Email: Jane@oceanstateceramics.com

Website: www.oceanstateceramics.com

Type of applicant: Individual artist with LLC

Check box: I meet RISCA's eligibility requirements.

Grant request amount: \$750

Brief Project Description:

Preparation of marketing materials for the inclusion of my work in the SOFA Chicago 2010 Fair

Project Description:

Box 1: Need/opportunity

The Ceramic Arts Gallery of New England will include my work in the SOFA Chicago 2010. In order to take full advantage of this opportunity, I wish to pay a professional photographer to shoot my most recent work. I plan to then create professional quality postcards and update my website with these images.

Box 2: Plan

My business plan includes documentation of new works and periodic updating of marketing and promotional materials. It also includes the goal of showing my work at at least 2 major craft fairs and exhibitions per year.

Box 3: Scope

The goal of photographing my new works, creating new marketing materials and updating my website is ongoing. However, the opportunity to present my newest work to a new audience and potential buyers through the SOFA Chicago Fair is a pressing need. I will hire John Doe photographer to shoot 8 new pieces in January of 2010. I will then use the new images to update my website (which I maintain myself) and I will work with Clear Vision Graphics to create 1000 high gloss postcards for use in the SOFA show in March.

Box 3: Outcome

My goal is to ensure that anyone who sees my work at the SOFA Chicago Fair will have a print piece with my contact information and beautiful imagery to take with them from the show. If they then use this print piece to go to my website, they will see the highest quality images of my work. My website has my contact information, as well as links to the Rhode Island gallery that represents me. My hope is to receive at least 400 new hits

to my website and to sell at least 10 pieces within the month following the SOFA Chicago Fair

Box 4: Additional Information

I show my work regularly at craft fairs throughout New England. The SOFA fair represents a significant opportunity for me to cultivate a new audience and clientele for my work. I have invested significant time and resources into creating a new body of work to present at the SOFA Chicago Fair. Funds from RISCA will be essential for allowing me to invest in marketing materials in my final push to prepare for the fair.

Budget:

Total Project Cost: \$2000

\$1250 photographer fees

\$250 graphic designer to lay out postcards

\$500 printing 1000 postcards

Total cost of activities related to PAD grant request: \$2000

See above

PAD grant request: \$750

Applicant match: \$1250 Applicant cash