

The logo for the 2020 Museum School Sale. It features the year '2020' in white on a yellow square background. To the right, the words 'MUSEUM SCHOOL SALE' are written in a bold, sans-serif font. 'MUSEUM' is in pink, 'SCHOOL' is in dark blue, and 'SALE' is in yellow. A decorative circular graphic is positioned above the text.

2020 MUSEUM SCHOOL SALE

Update 8.10.2020

Guidelines for Participants

Deadline to Register: October 9th, 2020

Participants who register by this date will be guaranteed representation in the virtual sale. No exceptions will be made for late entries.

Eligibility:

All students who have taken a class at the Arkansas Arts Center from Fall quarter 2019 through Fall quarter 2020 are eligible to apply. All Arkansas Arts Center faculty, guest instructors, and staff are eligible to apply.

How to register:

Register online at arkansasartscenter.org/museum-school-sale. If you have special circumstances that prevent you from registering online, contact Katie Wilson at kwilson@arkansasartscenter.org or (501) 352-6572.

The selling protocol:

For the first time ever, the Museum School Sale is going virtual! That means you, the vendor, must have an online platform to sell your work. (See page 3 for a list of possible eCommerce platforms). Vendors are responsible for the set-up and maintenance of their eCommerce sites. This includes, but is not limited to, uploading high-quality photographs of artwork, providing detailed product descriptions, and fulfilling orders in a timely manner.

Vendors are also responsible for the shipping (or delivery) and handling of all orders. Most eCommerce websites allow sellers to set up shipping charges that are automatically applied to a shopper's cart before checkout. Please refer to your specific eCommerce platform for more information.

It is the vendor's responsibility to clearly communicate ship dates, tracking information, and estimated arrival times to their customers.

SUMMARY

See details for full information

Important Dates for the Sale:

Arts Center website test:
November 19th, 2020

MEMBER PREVIEW

WEEKEND:

November 20th- 22nd, 2020

PUBLIC SALE:

Monday, November 23rd,
2020- Friday, December
18th, 2020

Location:

Online

All participants must have an active eCommerce website. Participants are responsible for the fulfillment, handling, and shipping or delivery of all orders.

Registration dates:

September 8th – October
9th, 2020

Cost to register:

\$20 + 12% commission on sales

Where to register:

online at:
[akasaartscenter.org/
museum-school-sale](http://akasaartscenter.org/museum-school-sale)

eCommerce help:

\$15– eCommerce online workshop with live instruction.

\$10- access to all pre-recorded online classes.

(Sales protocol continued)

Sales Tax

Vendors are responsible for paying Arkansas State sales tax. Most eCommerce platforms allow for sales tax to be applied automatically to a shopper's cart before checkout. Please refer to your specific eCommerce platform for more information about setting up sales tax fees. For additional information about collecting and paying taxes, contact Shannon Speer at sspeer@arkansasartscenter.org.

What the virtual sale looks like:

On the Arkansas Arts Center website, a special webpage will provide shoppers with a directory of individual artists' websites. Websites will be categorized by medium: painting, printmaking, ceramics, woodworking, mixed-media, textiles, and miscellaneous. Within the medium categories, artist websites will be listed alphabetically. Shoppers will be funneled to vendor websites via marketing efforts by the Arkansas Arts Center, virtual artist interviews, and other online promotions.

Shoppers will place their orders directly with vendors and vendors are responsible for the fulfillment, packaging, shipping/delivery of all orders in a timely manner.

The artist directory webpage will go live Friday, November 20, 2020. A members-only shopping event will take place the first weekend of the sale beginning Friday, November 20th and continue through Sunday, November 22nd. Following the members-only weekend, the webpage will be available to the public starting November 23rd and running through December 18th.

Special events will take place throughout the month to promote the artist directory webpage.

Cost to register:

\$20 + 12% commission on all online sales between 11/19/2020-12/18/2020. Please donate your 12% back to the Arkansas Arts Center by December 21st, 2020. All proceeds support the programs of the Arkansas Arts Center and the Museum School. If you wish to give beyond the 12%, all donations are welcome.

How to donate:

You will receive an email with details and a link for donations before December 21st. We ask that you please use a credit card or debit card to make this donation to the AAC.

Promotion of the sale:

The Museum School Sale is all virtual this year, including marketing and promotion. The Arkansas Arts Center will promote the sale through the following channels:

- Email marketing
- Social media (Facebook, Instagram, Twitter)
- Website
- Media relations
- Tuesday Talks– Weekly artist interviews live on Zoom

Participating artists will also receive a social media kit prior to the opening of the sale with graphics, images and information on how they can participate in Museum School Sale social campaigns and share information on their personal or artist channels.

(Promotion of sale continued)

As a vendor, consider some things you might offer to shoppers to encourage a sale. Possible perks could include:

- Gift wrapping options
- Free local delivery
- Expedited shipping
- Tell your friends! Never underestimate the power of word-of-mouth marketing. Promote the sale and encourage shoppers to visit your site.

eCommerce platforms:

If you don't already have a website created for selling your artwork, there are a multitude of platforms to use. Some of the most popular include:

- Etsy.com
- Shopify.com
- Woocommerce.com
- Wix.com
- Square.com

Help setting up your website:

The Museum School's Business of Art series offers a variety of online classes that give you all the information you need including how to photograph your art and how to set up an online store. For a \$15 fee, you can enroll in a Zoom class with a live instructor to help answer your questions along the way. If signing up for a live class doesn't work with your schedule, you can choose to access pre-recorded Zoom classes to watch at your convenience for a \$10 fee.

Most eCommerce platforms also offer free set-up tutorials, including digital training manuals, on-demand tutorial videos, and live chats with customer service representatives. Please refer to your specific eCommerce platform for more information.

Important USPS Ship dates:

Vendors are responsible for shipping all orders. During this unprecedented time, please be prepared for possible shipping delays and communicate all shipping updates clearly with your customers. Below are important USPS shipping deadlines:

- USPS Priority Mail Express: Next day, ship by Tuesday, December 22nd
- Priority Mail: 1-3 days, ship by Monday, December 21st
- First-class Mail: 1-3 days, ship by Monday, December 21st
- USPS media mail: 2 to 8 days, ship by Friday, December 16th
- USPS retail ground: 2 to 8 days, ship by Friday, December 16th

The above information was taken directly from USPS.com. The Arkansas Arts Center is not responsible for changes to the above dates.

Members-only shopping weekend:

The much anticipated members-only shopping night is now being extended to an entire weekend! Only Arkansas Arts Center members will have access to the virtual Museum School Sale Friday, November 20th– Sunday November 22nd.

Member Happy Hour: Friday, November 20th. Members will receive emailed instructions on how to register for the event. This virtual happy hour event will include the following:

- Artist spotlight and showcase of featured items
- Free giveaways
- Special cocktails and spirits provided by local businesses
- Crazy holiday hat contest
- (more details to come)

Member Discounts:

As a vendor, you are not required to honor the 10% discount all members receive in the Museum Shop. However, you are welcome to offer your own perks to encourage sales. Examples of such member benefits might include free gift wrapping, free shipping, free local delivery, a % discount on certain items or the entire cart.

Sales reports:

All vendors are required to submit a sales report to Shannon Speer by 5 p.m. Monday, December 21st. This report should reflect all orders placed through your eCommerce website from 11/19/2020-12/20/2020. Most eCommerce platforms offer basic reporting capabilities. Please refer to your specific eCommerce platform for report generating instructions.

If you are unable to produce a report through your eCommerce platform, a typed list of all online orders 11/19/2020-12/20/2020 will be accepted. This list should itemize each online order and include date of order, order amount, what discounts (if any) were given, and total sales. Do not include shipping charges on this list.

Please email your sales report to sspeer@arkansasartscenter.org by 5 p.m. Monday, December 21st.