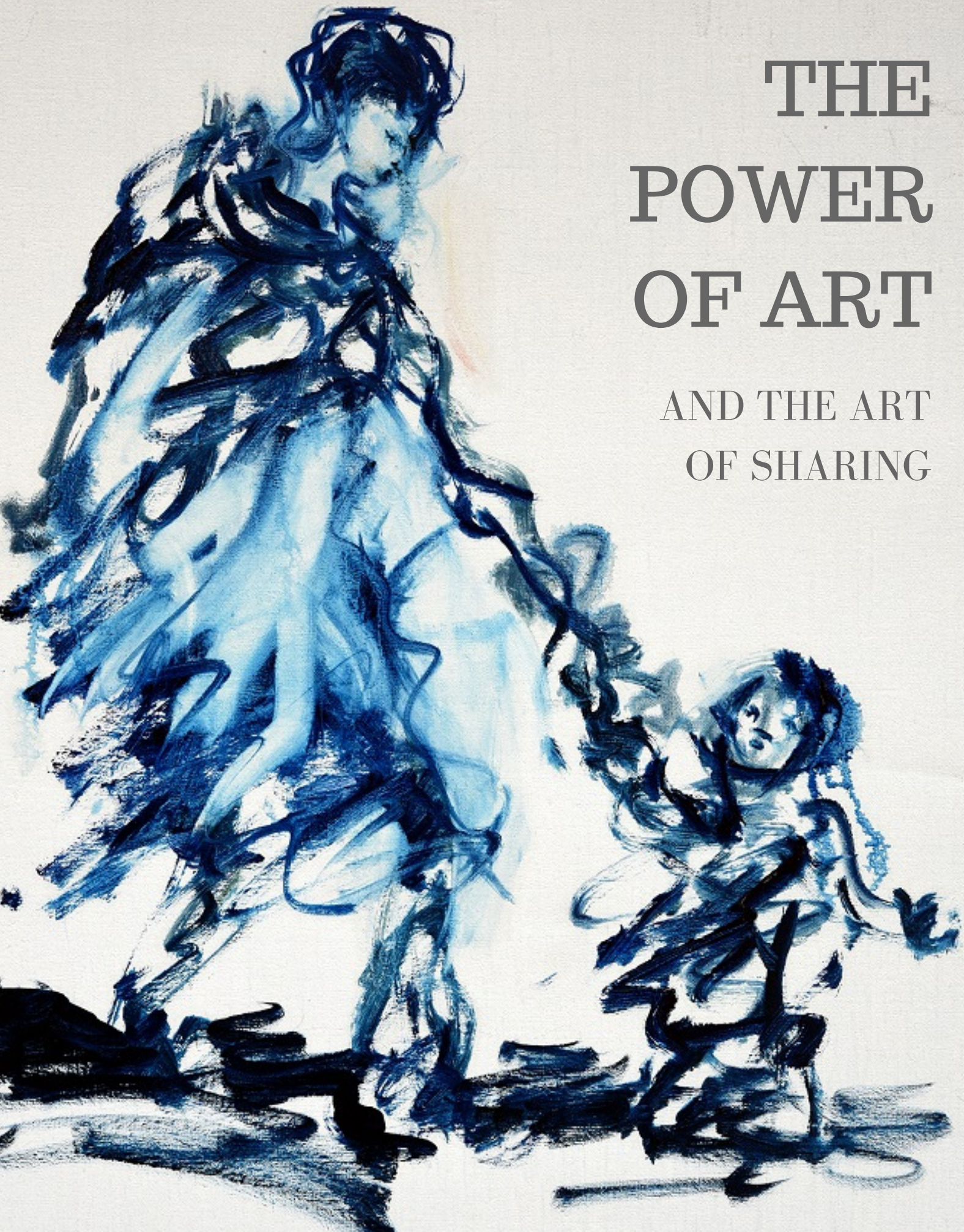


HOSTING A SHOW FOR JILL STEENHUIS

THE POWER OF ART

AND THE ART
OF SHARING



HOSTING AN ART SHOW

Art is powerful. So is friendship. Share your passion of art by hosting an event of Jill Steenhuis' work. Not only will you be able to share your love of her artwork with your friends, but a charity of your choice could benefit from 10% to 15% of the proceeds and gain increased recognition in circles known for their generosity.

CASUAL OR FORMAL

You choose! It could involve coffee with friends in a home full of paintings, with readings and discussions with the artist; a formal cocktail party with talks focusing on art; or an institutional event combining lectures and interactive presentations by Jill and the sponsoring organization or charity.

PRIVATE HOME OR PUBLIC SPACE

That will depend on the type and scope of your event. Elaborate shows may take place at your club, church, or on the premises of a sponsoring organization. For more informal events, **Jill can easily transform your home with a selection of her artwork** (usually between 40-50 works). Given "carte blanche", Jill and her team photograph your current wall decor and carefully move each piece to an area of your choosing. Then, with limited use of easels and utilizing the nails and hooks available in your home, Jill sets up her work and puts everything back in its initial place in record time (usually between 2-4 days in all). Alternatively, hosts may opt to take down their wall decor prior to Jill's arrival and replace it themselves after the show.

CHOOSING THE DATE

Jill works closely together with you and your selected charity to choose the date of the opening for the show. Avoiding all holidays and major events already scheduled in town is a must. Usually week day evenings from 5:00pm-8:00pm work well. Letting the artwork remain on display the following day from 10:00am - 3:00pm allows those who missed the opening to view the show. A SAVE THE DATE announcement should be made as soon as the date of the event has been set.

INVITATIONS

For small shows in private homes Jill will provide both a print and an e-vite template.

For institutional fundraisers, the sponsor's committee will take care of printing, addressing, and mailing the "SAVE THE DATE" and the printed invitations. Jill provides her list of collectors and art lovers, as well as an image of her work for the invitation.

Getting word out about the event is crucial. Announcements on Facebook and Twitter will help ensure a successful turnout. Both the hosts and representatives of the benefiting charity should invite their friends (including spouses), friends of friends, and contacts, as well as plan to be in attendance at the opening and for the duration of the show.

THE PRESS

For certain events in public venues, informing the press is important. Jill can help by providing a résumé of her career, her unique journey from America to Provence, and her creative process.

COSTS OF THE SHOW AND OPENING RECEPTION

Hosts of Jill's shows usually take care of providing refreshments themselves, and may want to rely on local sponsors willing to donate wine or food for the event. Other sponsors may want to contribute in the form of a donation to cover expenses or be willing to donate their time to help prepare for the event. The name of these sponsors can appear on the invitation.

Alternatively, if no sponsors are involved, Jill is willing to reimburse expenses for the show. In this case, hosts front the costs and provide Jill with all corresponding receipts. These expenses are deducted from the income of the show before calculation of the **10% of the proceeds** that will benefit the non-profit organization.

In the case of an institutional event, if the organizer covers the show expenses, Jill will donate **15% of the proceeds** to the non-profit organization.

In addition, Jill may charge a speaker's fee depending on the nature and scope of the event, and may ask to be reimbursed for travel expenses. These details should be discussed while planning the event.

ARTIST'S TALK

Jill is a very experienced, engaging, and endearing public speaker. Subjects of her presentations can be "Art, Soul and Destiny", "Art in Provence", "An Artist's Journey in the Footsteps of Van Gogh and Cézanne", among others. A 40-minute live painting demonstration may also be envisioned, with the resulting artwork auctioned off for the benefit of the chosen charity.

Jill would be delighted to raise awareness for institutional events by giving a talk or 40-minute live painting demonstration for a luncheon or pre-show gathering (either the day preceding or the day of the show). The President or Director of the sponsoring organization can also speak to heighten awareness for the benefiting non-profit. The non-profit can charge a fee/donation for the lunch, which could cover the costs of the gathering and raise additional money for the charity.

ART SALES AND DONATION OF PROCEEDS TO CHARITY

Jill can handle credit card transactions for all art sales. Alternatively, checks may be written to the order of **Art in Provence**.

Jill will write a donation check of 10% or 15% of her sales to the non-profit organization (see above).

WORK WITH JILL TO PLAN YOUR ART SHOW!

If you want to share your passion for art with your friends and raise funds for your favorite charity, contact Jill. She will work directly with you during the entire process.

CONTACT: +33 442 241 181 | jill@artinprovence.com | www.artinprovence.com

CHOOSING YOUR NON-PROFIT ORGANIZATION

Selecting the right cause to benefit from a portion of the proceeds of your art show is extremely important. Your choice will not only provide precious funds and heightened visibility to the non-profit, it will also allow you to increase your network of friends and like-minded people to share in the event.

Four Things to Keep in Mind When Choosing Your Non-Profit

- 1 Choose a cause you wholeheartedly endorse.
- 2 A cause you can share with your family and friends.
- 3 Select a local non-profit, or a national/international non-profit organization with a local chapter.
- 4 Make sure it is an organization who will commit to:
 - informing their contacts of your event
 - ensuring the presence of their President and/or other high-ranking rep(s) at your opening
 - helping you, if needed, before and during the event

EXAMPLES OF NON-PROFITS

that have benefited from Jill's shows

Alexandria Museum of Art
American Cancer Society
Boy & Girls Clubs of America
Children's Cancer Fund
Friends of Vieilles Maisons Françaises
High Museum of Atlanta
Historic Savannah Foundation
Huntsville Museum of Art
Huntsville Symphony Orchestra Guild
Infant Crisis Center
Juvenile Diabetes Research Foundation
Lena Pope Home
Make a Wish
Meals on Wheels
MS Society
National Wildlife Federation
Opening Doors for Women in Need
Pace Academy Alumni Association
Saint Louis Woman's Club
SCAD Savannah College of Art
Southern Cultural Heritage Foundation
Sweet Briar Scholarship Fund
The Center for Family Resources
The Children's Fund
The Exceptional Foundation
The New York Junior League
The Salvation Army Women's Auxiliary
VCU Massey Breast Cancer Center
Village of Promise
Volunteers of America
YMCA Partners with Youth
Young Life Africa

FEEDBACK FROM HOSTS & NON-PROFITS

"Thank you for your incredibly generous donation... Your art show was so impressive. It was wonderful of you to share your beautiful paintings with our community... "

G. Scott Morris
Church Health Center

"On behalf of all our members, Jill, thank you, thank you. You gave us a special gift of your presence, your inspiring talk, and your beautiful paintings and drawings."

Harriet Switzer
Saint Louis Woman's Club

"The Exceptional Foundation was blown away by your generosity! Your generous spirit brings LIFE wherever you go..."

Nancy Canada
The Exceptional Foundation

"Your art is a gift on so many levels of heart, soul and a feast for the mind. Thank you does not express our deepest gratitude for sharing your contributions to our school."

Heather York
Ambleside School of Fredericksburg