

As an artist have you ever been approached to donate work to a silent auction, then not been able to afford the tickets to attend? At these same fundraisers, did you meet the person who bought your art? How well were you promoted? How well were you treated? Did the organizer thank you multiple times for your generous contribution and amazing willingness to support your community and unselfishly give back?

This is what's different about the Henderson Art Project heART show. We thank you.

It has to be win/win/win for all stakeholders and the artists are the primary stakeholder that makes such a fundraiser possible and we **THANK YOU!!!** The best way we can show our appreciation is to promote you as an artist, connect you with art buyers and enthusiasts, and create a venue that gives back to invaluable non-profit organizations that supports the arts.

The heART show asks artists to donate works that are valued at \$800 or more and then will sell this art for a flat \$400. The artist will receive \$200 and this year our partner is the Richardson Humane Society, they will receive \$200. Artist will have the opportunity to donate their proceeds to EASL (Emergency Artist Support League) if they choose.

As soon as an artist agrees to donate work, we add them to the web site as artists participating in the heART show with an image of the work and a link to their web site. We hope to build a pre-event buzz by exhibiting the quality work that will be sold at an amazing price. This attention is good for the artists and good for the Henderson Art Project.

We will make sure the artist contact information is included with every piece of art sold and an "introduction" will be made between the buyer and artists in each instance. To commemorate the event and continue to show our appreciation to the artists, a t-shirt will be designed and sold at the show that includes all participating artist's names on the shirt.

The heART show is one more way the Henderson Art Project can extend the reach into the community and find creative ways to support the arts and artists. We believe that we all benefit when the artists are able to pursue their passions.

Art donations do not need to be limited to artists. Art collectors, buyers and enthusiasts might have original works of art that they can donate to the show. Then, hopefully, they will replace it with a new work of art from their favorite artist. This is truly win/win/win!

To donate art for the heART show, contact Scott Trent at scott@hendersonartproject and submit a digital image with dimensions and retail value. If you have a web site, please include this information and we will post a link on the heART show page.

Submissions are accepted through April 15th.

The heART show is Wednesday, April 28th, at Marc Events in the Design District, www.marcevents.com

Thank you!

Scott Trent
Event Director
www.hendersonartproject.com