



Happy New Year! It is time to invite you or your team of sculptors to submit an entry for the 2020-2021 Cloverdale Sculpture Trail, a juried exhibit beginning April 30th. The exhibit is a recurring yearly exhibit entering its 17th year with the 2020-2021 public art display.

If you are not familiar with Cloverdale, it is a town 80 miles north of San Francisco on Highway 101. Cloverdale is known for its small town ambiance, history, wine tasting and burgeoning arts community. Sculptures in Cloverdale wander through the easily walkable downtown area and beyond.

The goals of the Cloverdale Sculpture Trail are to promote public art that is available to the Cloverdale community and visitors, bringing awareness of public art to all ages and ethnicity. Additionally to ignite the imagination and foster conversation and interaction

To bring awareness to the 2020-2021 Sculpture Trail and the exhibiting sculptors we provide the following:

- Grand Opening Reception to meet and greet the artists on June 6th.
- Media releases. We have added a volunteer independent freelance writer to our team to increase media exposure.
- Printed brochures distributed in key tourism areas in Sonoma County and downloadable from our web site www.cloverdalesculpturetrail.org.
- Calendar listings including media, radio stations, art organizations, Sonoma County Tourism Bureau.
- Listing in the Sonoma County Visitors Guide.
A sign next to each sculpture with artist name, sculpture title, name of sponsor. If a sculpture on display is for sale it will be noted on the sculptor sign and at our website.
- "Sculpture Spotlight" appears in the Cloverdale Reveille showcasing different sculptor every few weeks and at our website.

Prize money: "Best of Show" (\$1,000), "First Place" (\$500) and "Honorable Mention" (\$250) will be awarded. Each sculptor selected to exhibit will receive \$250 from a sponsor to assist with expenses. This year we are able to add \$100, from a grant received for the 2020-2021 Trail, to the \$250 for a total of \$350.

We will again produce a video on the participating 2020-2021 sculptors to show at the opening reception and then viewed at our website and You Tube. A narrated, audio, self-guided walking tour Trail with audio from the actual artists will be available through Otocast. The Trail can be explored worldwide by downloading from Google Play or Apple App Store the free Otocast app and search for Cloverdale.

Attached you will find guidelines, timeline and an entry form for the 2020-2021 exhibit. Entry deadline is **February 29, 2020**. There is **no entry fee**. Guidelines and the entry form can also be downloaded from our website. www.cloverdalesculpturetrail.org.

Please contact Joyce Mann, the Cloverdale Trail Coordinator at jmannfor@gmail.com or call 707-894-4929 if you have questions. We look forward to your entry.

Regards, Joyce Mann & Janet Howell, Cloverdale Trail Coordinators

PS: Pass this "Call" onto to your sculptor friends.