



# PROPOSAL KIT SAMPLE

## Artist Gallery Sales Sample Proposal

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Sara Mellison  
Gallery Manager  
Mellison Art Gallery  
927 Marketside Avenue  
Rutland, Vermont 05039

Ms. Mellison,

Please find enclosed my proposal for entering into a consignment agreement with Mellison Art Gallery to display and sell my stained glass and acrylic paintings.

My work currently sells well in two galleries in Sun Lake, but I seek a venue for display in your area, as well as a trusted business partner for sales.

I believe your gallery is perfectly situated and attracts the clientele who most enjoy my art.

After reviewing my proposal and perusing photos of my collection in my online gallery, please call to set up a meeting. I look forward to shaking your hand and showing you my creations in person.

Sincerely,

Susan Layne Sanders  
Artist  
555-555-5555  
[sls@SusanLayneSandersArt.com](mailto:sls@SusanLayneSandersArt.com)  
[www.SusanLayneSandersArt.com](http://www.SusanLayneSandersArt.com)



# PROPOSAL

## **Selling Artwork on Consignment in the Mellison Art Gallery**

Prepared for: Sara Mellison  
Gallery Manager

Prepared by: Susan Layne Sanders  
Artist



# TABLE OF CONTENTS

Introduction .....	2
Artists Statement.....	3
Portfolio.....	4
Market and Audience .....	6
Gallery .....	7
Consignment.....	8
Getting Started .....	9





# INTRODUCTION

You manage a gallery that displays and sells fine art. I am a local artist who creates and sells collections of stained glass panels and acrylic paintings.

I believe that after reading this proposal and viewing my art, you'll agree that we should be partners in the endeavor of art sales.

Your gallery currently features brass sculptures of animals and plants that appeal to nature lovers. These are my clients, too. I am offering you my Summer Celebration III collection beginning in April, which is perfect timing to capture the imagination and sales to tourists throughout the summer.

I currently partner with two other galleries in Vermont, and I would be happy to provide references from both of these.





# ARTISTS STATEMENT

As a child I was in love with Nature. Every chance I got, I was outside wandering through the forests around our log home. I was fascinated by the interplay of light and shadow through leaves and in dappled waters of the creek, and mesmerized by the infinite textures, colors, and patterns found in tree bark, moss, and grasses, and in fur, bird feathers, frog skin, and fish scales.

But I was never able to spend every day outdoors. Each Sunday I dutifully accompanied my devout family to church services, where my greatest delight was gazing at the incredible intensity and patterns of the ornate stained glass windows that framed our sanctuary. I loved the play of sunlight through glass. Everything inside the building seemed more precious when bathed in that rainbow-colored light.

Thus, my pieces are inspired both by Nature and by the rich history of stained glass artwork. I incorporate the geometric shapes and translucent colors of stained glass in my acrylic paintings, and I introduce the intricate patterns of the natural world into my stained glass works.





# PORTFOLIO

I specialize in creating art that celebrates the natural landscapes and the seasons of the year. My portfolio shows collections I have sold in the past, as well as pieces in progress for future collections. Peruse my web site portfolio at:

[www.SusanLayneSandersArt.com](http://www.SusanLayneSandersArt.com)

▲ **Summer Celebration Collection I**

20 pieces of combined stained glass and acrylic paintings featuring natural subjects in lush summer surroundings. Currently contracted for display in the Watersky Gallery, beginning May 1.

▲ **Summer Celebration Collection II**

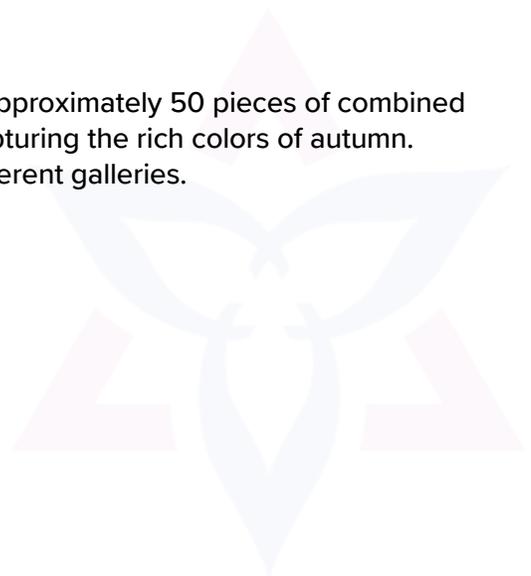
18 pieces of combined stained glass and acrylic paintings featuring natural subjects in lush summer surroundings. Currently contracted for display in the Gibson-Masert Gallery, beginning April 21.

▲ **Summer Celebration Collection III**

24 pieces of combined stained glass and acrylic paintings featuring natural subjects in lush summer surroundings. Currently on offer to the Mellison Art Gallery.

▲ **Autumn Dream Collection**

In progress, to be completed by August 15. Approximately 50 pieces of combined stain glass hangings and acrylic paintings capturing the rich colors of autumn. This collection will be distributed to three different galleries.



▲ **Spring Song Collection I (SOLD)**

16 pieces of stained glass hangings (10) and acrylic paintings (6) celebrating the promise of spring, rich with early blossoms and the return of migrant hummingbirds and songbirds. This collection was displayed and sold by the Watersky Gallery.

▲ **Spring Song Collection II (SOLD)**

12 pieces of stained glass hangings (6) and acrylic paintings (6) celebrating the promise of spring, rich with early blossoms and the return of migrant hummingbirds and songbirds. This collection was displayed and sold by the Gibson-Masert Gallery.

▲ **Winter Wonders Collection (SOLD)**

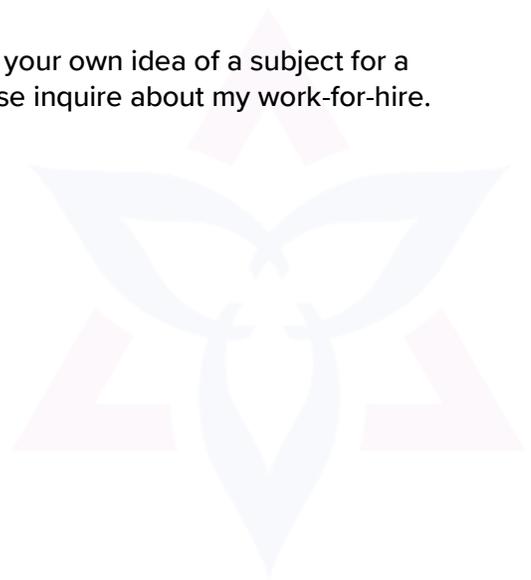
48 pieces of stained glass hangings (20) and acrylic paintings (28) capturing the intricate patterns and subtle colors of winter in the forest.

▲ **Gallery of Individual Works**

More than 70 pieces of stained glass works and acrylic paintings are shown in this collection. Pieces that have been sold are clearly marked SOLD and are shown for your enjoyment only. Pieces for sale can be shipped to any location in the world.

**Comments**

If you feel inspired by viewing my work, but have your own idea of a subject for a stained glass hanging or an acrylic painting, please inquire about my work-for-hire.





# MARKET AND AUDIENCE

The clientele that patronize your gallery are my biggest fans. Tourists and local patrons alike love my scenes of the natural wonders found in the New England area.

## ▲ **The target market niche**

You specialize in fine art, not in inexpensive souvenirs. Your clients are the same people who would appreciate my art.

## ▲ **The size of the target market**

I typically sell between 80 and 100 pieces of art in this local area. This represents sales to approximately 5% of the visitors to your gallery within a six-month period, which is a modest, easily achievable and profitable goal for both of us.

## ▲ **Where they can be reached**

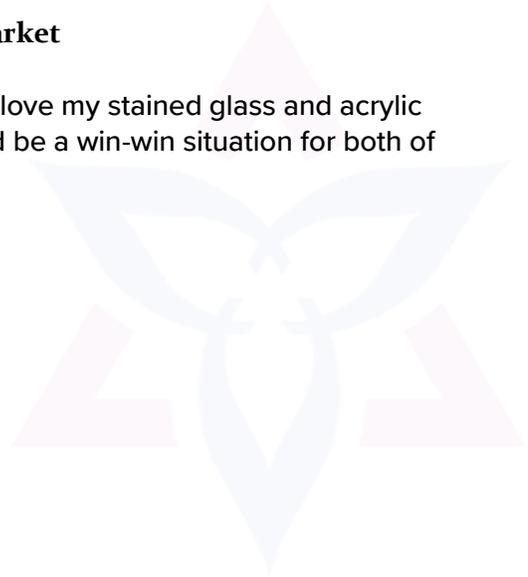
You are the expert in contacting and marketing to your clientele. I have found that having an initial gallery party on first display of my collections, with ads in local theatre and entertainment programs, has been extremely productive, and I would be happy to advise on setting this up.

## ▲ **Target market demographics**

Most purchasers of my art are between the ages of 40 and 60 and are avid lovers of garden venues as well as cultural events such as theatre and outdoor classic music concerts.

## ▲ **How this project will benefit the target market**

In short, your gallery attracts the people who love my stained glass and acrylic paintings. Displaying and selling my art would be a win-win situation for both of us.



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- 3) Select the title of this (or any other) sample and click the Import Content from Selected Sample button.
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