

Dear Artist,

We would like to make you aware of a retail opportunity that at the same time benefits those less fortunate. The Allied Arts Auxiliary, an all-volunteer organization, operates an artisan-goods shop on the grounds of the Allied Arts Guild in Menlo Park. The AAG, which the Auxiliary also owns, is a Spanish-style enclosed 3.5 acre property where luminaries such as Ansel Adams once worked. There are numerous shops and studios on the property; the Artisan Shop at Allied Arts is a new venture, having opened its doors July 15, 2006. It is already extremely successful, with revenues running significantly above projections. Profits are donated to the Lucile Packard Children's Hospital at Stanford.

We are looking for additional artisan goods to complement our existing group of some 50 artists' work. We currently have pottery, jewelry, some baby items, quilts, clothing, watercolors, oil, pastels, limited garden goods, and the like. Your work would be a wonderful addition to the eclectic mix we offer our guests, who are from as near as around the corner to days away by plane.

Our business model is consignment; we offer a 50/50 split, a 60 day renewable display period, and reimbursement checks mailed by the 15<sup>th</sup> of the month following sales. You are free to set the "wholesale" price as you see fit. Many artists in fact mark up accordingly from the price they sell at festivals, open studios, and the like. In other words, you choose how much you need from your sales.

We are already being called a "destination" shop by our many happy customers who are looking forward to the upcoming holiday season. The Allied Arts Guild has been featured on "Bay Area Backroads" and the History Channel. Sidney Poitier recently conducted a national awards ceremony on the property; the world-renowned a cappella vocal orchestra Chanticleer has inaugurated an annual concert series with us. Numerous local and national newspapers are chronicling our shop and our artists. We invite you to join us!

You can reach us Monday to Saturday from 10-5, at 650.325.2450. Please call us with your questions, and ideally, make an appointment with us to visit!

Sincerely,

The Artisan Shop at Allied Arts