



Information on Selling to the Kentucky Artisan Center

DEFINING WHOLESALE & CONSIGNMENT

When an artist's work is juried and accepted at the Kentucky Artisan Center the works are purchased outright at the artist's wholesale price – or occasionally consigned. These two processes are defined below.

WHOLESALE: The Kentucky Artisan Center purchases products outright – making a wholesale purchase from the artist/vendor.

This means if you sell a mug to us for \$12.00 (the wholesale price that you determine) you will be paid \$12.00 for the mug and we will then retail it for \$24.00.

In retail this is called *keystone* – where your wholesale price is doubled to arrive at the retail price.

Once accepted, an established account with us does not guarantee continuous ordering of work as purchasing is determined by sales, budgets and seasons.

Artists need to consider many things when determining the wholesale price of their work. Some of these things are:

- Cost of Materials to produce each particular item
- Value of the time it took to make the item
- Overhead to produce the work (renting studio space, electric/heating bill for studio, insurance, cost of hired labor, packing materials, etc.)
- What the market will bear price wise – what other items similar to yours are selling for

CONSIGNMENT AGREEMENT - The Kentucky Artisan Center

Consigning works means that the artist and the Kentucky Artisan Center agree that:

1 – Artwork to be consigned is in excellent condition.

2 - If sold, the artwork consigned will sell for the retail price established at the time of consignment by the artisan, with 60% of that amount to be paid to the artist and 40% retained by the Kentucky Artisan Center at Berea.

(Example: A \$200 retail item when sold would give the artist \$120 – or 60% of \$200. The Center will retain \$80 – or 40% of \$200.)

3 – The Kentucky Artisan Center has a 30-day purchase return policy. Consignment payments for consigned works sold – will be processed after the 30-day return policy period is past – or 30 days after the date of the actual purchase or sale of the work.

4 – Artworks consigned with the Kentucky Artisan Center cannot be insured by the Center under its insurance policies.

5 – When works sell, they leave with the customer at the time of the sale. This includes works in special exhibits. (Work is not held to the end of exhibits.)

6 – The artist agrees that submitted images or images taken of consigned works on display or in exhibits can be used by the Center for promotional purposes.

I have read and understand the above information regarding my application.

Artist signature _____ Date _____

KENTUCKY ARTISAN CENTER AT BEREA

200 Artisan Way, Berea, KY 40403 • Phone: 859-985-5448 • Fax: 859-985-5449

Kentucky Artisan Application – Author/Illustrator/Book(s)

PLEASE ALLOW 30 DAYS FOR PROCESSING

Name	
Company	
Address	
City	
State & Zip Code	
County	
Daytime Phone and Cell	
Evening Phone	
E-mail Address	
Business Website	
Type of publications you would like to Sell	

Are you currently a resident of Kentucky? Yes No If not, please contact our office before proceeding

Are you 18 years or older? Yes No

Have you been selected to participate in the Frankfort Book Fair? Yes No

Have you participated in the Kentucky Crafted: The Market? Yes No

How would we purchase your publications if we are able to carry them?

- Directly from me. Minimum order quantity:** _____
- From the Publisher:** _____
- From a distributor:** _____

Please provide details about the publications you would like to sell to the Center for resale; you can continue on the back if necessary or on an attached sheet. Books may be purchased from the publisher, distributor or directly from the author. Accepted books purchased directly from the author are purchased at 40% discount off the established retail price. Example: A book retailing for \$19.95 and discounted 40% will sell wholesale to the Center for \$12.00. (To calibrate this 40% discount: $\$19.95 \times .40 = \7.90 / $\$19.95 - \$7.90 = \$12.00$).

Title of Publication	Your Role: Author, Editor, Illustrator	Publisher	Wholesale Price	Retail Price

Please submit this application with one copy of each publication you would like us to consider along with a biographical sketch or resume, and sample reviews of the publication. Application and book samples can be mailed to the address above or can be dropped off at the Center’s front lobby desk. Sample books will not be returned.

Artisan Signature _____ **Date:** _____