



## The 621 Gallery, Inc.

*at Railroad Square*

621 Industrial Drive

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September 10, 2007

Dear Artists,

This year, the 621 Gallery announces our 14<sup>th</sup> Annual Art Auction fundraiser, the evening of Friday November 16<sup>th</sup>, 2007. This year's auction promises to be our best yet, with new procedures geared to produce the highest sales ever. We will showcase a selection of outstanding artwork all going to the highest bidder in what has become a much anticipated Tallahassee social event.

As you know, the 621 Gallery Art Auction attracts a well-informed crowd of art patrons and connoisseurs as well as some of the finest and well known artists in Tallahassee and surrounding region. We would like to invite you to be involved this year and donate a piece of art to the auction. 621 Gallery takes great pride in the high quality of work donated by our invited artists, and in the Gallery's continuing support of producing artists we will maintain our commitment to giving back a portion of our proceeds. This year participating artists will all receive a free gallery membership and get to choose between multiple levels of giving. We want to ensure artists continue donating examples their finest work, therefore participating artists have the option to donate 50%, 75% or 100% of the final sale price to the gallery. And because the 621 Gallery is 501 (c)(3) organization, the percentage you donate to the gallery is tax deductible.

In addition to the auction, 621 Gallery is partnering with the Tallahassee Chamber of Commerce to host Business After Hours on November 8<sup>th</sup>. This event a private auction preview party for members of the Chamber of Commerce and the gallery's VIPs. This event offers attendees the opportunity to place competitive bids on their favorite pieces.

To promote the auction we will design and produce an invitation for patrons from past years as well as advertise in the Tallahassee Democrat and NPR, as well as through the Council on Culture and Art as well as other local media sources. We will also

produce a catalogue for distribution during the event. This catalogue will contain information regarding artist's contact information, titles and brief descriptions. We ask that you provide an artist statement or brief biography so that we may inform our patrons about you and your work.

As with many auctions, some of the work goes for less than its retail value. In order to ensure the highest return, we suggest that you donate one or two strong pieces with broad appeal that will generate spirited bidding. If you request, we will honor a minimum bid and ask you to please include that price on the enclosed commitment form. The silent auction will be divided into two zones in order to expedite the finalization of sales and wrapping of artwork. Due to time and space constraints, placement of artwork in part one or two of the silent auction will be at the discretion of our Auction Committee.

When you choose to donate, please return the enclosed commitment form before the deadline on October 24<sup>th</sup>, 2007. Thank you for your prompt response to this letter.

Sincerely,

Denise Drury, M.A.  
Executive Director

***Here are some important dates for this year's auction:***

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| <b><u>October 24<sup>th</sup></u></b> :                  | Deadline for donation commitment   |
| <b><u>November 1<sup>st</sup> - 5<sup>th</sup></u></b> : | 621 will be receiving donated artwork for the auction  |
| <b><u>November 8<sup>th</sup></u></b> :                  | Business After Hours Preview Party   |
| <b><u>November 16<sup>th</sup></u></b> :                 | 14 <sup>th</sup> Annual Art Auction at 621 Gallery<br>Auction Opens at 5:30 p.m.<br>Silent Auction Closes at 7:30 p.m.<br>Live Auction Starts at 8:00 p.m. |