

# ARTIST AGREEMENT

*W*elcome & Thank You for your interest in Wynwood MTC.

A community is defined as a social unit that shares common values. W is just that, a creative space that was made possible by the community alike (A, D, Followers).

As an Artist developing murals in Wynwood, we believe there is a value to your work. MTC has been built to expose that value to a greater audience; power in numbers.

Here at Wynwood MTC our mission is two-fold:

- Create high quality apparel for the community supporters (your fans)
- Generate revenue from your hard work (murals)

If we can accomplish these two goals we strongly believe we will be able to expose your art to greater numbers therefore increasing awareness and any current sales you may have going on personally. We DO NOT intend to take business away from you, but instead add to what you currently may have working for you already.

This is a profit sharing program. The per unit distributions will be as follows:

33% Manufacturing / Sourcing  
33% Wynwood MTC  
34% Artist

There will be limited Artist spots in our program (only 20 available Artist slots). That way we can guarantee we always offer the best products to our consumers by artists that are just as excited to participate in Wynwood MTC. As well, limited spots ensure that if we have an artist that isn't following the rules, they may quickly be replaced by someone eager to join program.

If you weren't initially selected to be one of the 20 artists, don't fret! Submitting your request means you will be added to a list of Artists "in line". At the end of every month – the lowest selling Artist will be bumped off and the next Artist "in line" will be taking that spot. This way we guarantee our consumers a rotation of amazing products. This should also be a good enough motivator to promote your product throughout the month.

In order to help ensure the growth and acceptance of our effort, we have created a few simple regulations that must be followed while participating in Wynwood MTC. Not adhering to the guidelines will initially mean penalties incurred and continuous infractions may eventually lead to a general release from the program.

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## MTC GUIDELINES

### **1. Quick Artist approvals (24-48 hr deadlines)**

Throughout your involvement with Wynwood MTC there will be times where we will be asking you to approve your art for use on the website. To remain efficient and provide the consumer with the best quality service and product, we need to be firing on all cylinders. Approving the art quickly may not seem like a big deal but it is.

### **2. Biography with (1) High Quality Picture**

Please submit 1 personal bio with a picture that best represents who you are. If you don't have any pictures, Wynwood MTC will provide you with one. Just submit a request for photographer.

### **3. 5 High Quality/Resolution Pictures (jpgs / png)**

All artists are required to submit 5 High Quality jpgs or png files of their mural art to be used throughout the online site. If you don't have any MTC will provide you with one. Just submit a request for photographer.

### **4. MTC artist endorsements**

At least once (1) per month, artists will be required to promote their own personal T's on their individual social media platforms (FB, Twitter, G+, Instag). Ideally you would want to promote your products more often but we understand if you don't.

### **5. Cross Promotion**

We are taking this community program seriously. In the spirit of creating a cult following, nothing is better than an Artist endorsing another Artist. Throughout the month, if you see another MTC Artist promote their product "1 Like" goes a long way so we are asking for a minimum of one (1) like for a fellow MTC Artist promoting his/her MTC effort throughout the month.

## **Penalties**

MTC is not here to babysit. We want Artists that are just as interested in our effort as we are in theirs. We are here to make you money. If our compliance department finds an artist to be in violation of one of the regulations the following steps will take place:

1. Be notified and asked to take action. If action is taken, no penalty will be assessed
2. If action has not been taken and artist remains in violation or commits a 2<sup>nd</sup> infraction, a financial penalty will be placed on their distribution (25% fee of Artist distribution)

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3. If after 3 attempts Artist is still in violation or has committed a 3<sup>rd</sup> infraction, they will be notified and removed from the program and replaced with “next in line”.

## Top Seller Bonus Program!

On a monthly basis, top selling artists will receive a monthly bonus for leading the sales charts.

1<sup>st</sup> place: \$1000

2<sup>nd</sup> place: \$500

Promote people, Promote!

## Lowest Seller Beware

Lowest seller of the month will be bumped for “next artist in line”. We are not doing this with any ill will. We do believe in keeping things fresh and giving others a chance.

## What we are offering

We see many benefits for participants associated with the program included but not limited to:

Power in numbers

Greater promotion and new exposure for your art

Dedicated MTC team/community working to promote your product

Creates a new revenue stream from your existing art

By signing this Artist Agreement you are acknowledging the regulations above and are subject to its enforcement. We now welcome you and look forward to your participation in MTC! Please sign, scan and return this document to [submit@WynwoodMTC.com](mailto:submit@WynwoodMTC.com)

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SIGNATURE

BY: \_\_\_\_\_  
PRINT NAME

\_\_\_\_\_  
PHONE NUMBER

\_\_\_\_\_  
EMAIL

**STATE OF FLORIDA**  
**COUNTY OF MIAMI-DADE**