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**Home of the Pfizer \$1 Million Grand Prix • September 12, 2010**

HITS-on-the-Hudson • Saugerties, New York

Dear Equine Artist:

The HITS Desert Circuit will return to Thermal, California this winter, bringing thousands of horsemen to the HITS Desert Horse Park and Coachella Valley throughout the winter months.

This year, HITS will repeat its successful series of Equine Art Receptions on the four Saturday evenings when we host World Cup of Show Jumping Qualifying Events in our beautiful Indoor Arena. For 2010, these qualifiers will be held February 6, 13, 27 and March 6. The Saturday evening receptions will be open to our both general spectators and our VIP patrons and held in conjunction with a VIP dinner just before the evening's FEI World Cup Qualifying Class. Saturday's reception will include complimentary hors d'oeuvres and a selection of complimentary wines. During our Week III (February 10-14) we also are hosting an important Dressage CDI show (Dressage Getaway) and may expand the art show to include Friday – Sunday.

We invite you to participate in one or more of these events, which will be centered on showcasing fine equine art in this exciting show-jumping venue. Each participating artist will be able to display up to two original pieces of art during both receptions. Participating artists will be limited by space available and will be chosen by the HITS Graphics Department. Each artist space will be approximately 9' x 9' and include room for a small table and chair where the artist may display promotional and sales materials.

Artists are responsible for supplying their own tables (no larger than 36"), chair, display easels or pedestals for display of sculpture. Each artist and his or her work will be featured in an event catalogue produced especially for these receptions.

We are excited to offer this special opportunity and invite you to consider displaying your equine-related artwork. Please do not hesitate to contact our office should you have any further questions.

Please follow this link to the HITS Thermal Equine Art Reception to download an application and other important forms, and a timeline for your convenience.

Sincerely,

Tony Hitchcock  
Senior Vice President



## HITS DESERT HORSE PARK – EQUINE ART EXHIBITIONS

### SUBMISSION REQUIREMENTS

The focus of the event is to showcase original equine-themed works of art on one or more of four evenings during the HITS Desert Circuit at HITS Desert Horse Park in Thermal, CA. Submissions will be accepted from artists working in media including but not limited to: painting, drawing, sculpture, photography, printmaking, mixed media, digital art. Mass produced crafts or gift items will not be accepted.

Please email digital image of your selected pieces for the art reception to [tony@HitsShows.com](mailto:tony@HitsShows.com) for approval. Artists who wish to participate should submit their work in accordance with Submission Instructions. All works submitted to this exhibit are subject to approval by HITS. Up to two submissions per artist will be selected by HITS for one or more of the four Saturday art exhibitions February 6, 13, 27 and March 6. Additional submissions may be considered at the sole discretion of HITS. Only artists whose work is accepted by HITS will be included in this reception.

### SUBMISSION REQUIREMENTS

Artists interested in participating must complete and submit the 2010 application form with the \$50 fee, and supply samples of their work as described in the Submission Requirements by no later than **Monday, January 4, 2010**.

Please complete the following steps to apply:

- Complete the application form and sign.
- Review the waiver and sign.
- Provide a minimum of 2 and a maximum of 5 digital images of available work created in the last 24 months. Artwork that has already been sold should not be included. Digital images should be submitted by email to [tony@HitsShows.com](mailto:tony@HitsShows.com)

If your artwork is selected, you will be required to complete the following steps before the reception.

- Include an ID sheet with the following information on each piece: Title of work, dimensions, media, price, contact information
- Provide a current Artist's Statement/Biography. Artists Statement/Biography must be submitted by email to [tony@HitsShows.com](mailto:tony@HitsShows.com) no later than **Wednesday, January 6, 2010**. Please be certain that all information is accurate. HITS reserves the right to edit Artists Statement/Biography as needed for space requirements in all promotional materials.

**DEADLINE for completed Artist Applications is Monday, January 4, 2010. Please submit to:**

HITS, Inc.  
Attn.: Tony Hitchcock  
319 Main St.  
Saugerties, NY 12477  
Fax: 845.246.8248

If you have questions regarding the event, please contact Tony Hitchcock:  
631-219-1022 or [tony@hitsshows.com](mailto:tony@hitsshows.com)



**HITS DESERT HORSE PARK - EQUINE ART EXHIBITION  
ARTIST APPLICATION**

**Name:** \_\_\_\_\_

**Studio/  
Business Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** (\_\_\_\_) \_\_\_\_\_ -- \_\_\_\_\_

**Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Please indicate your general area of work:**

\_\_\_\_ painting      \_\_\_\_ drawing      \_\_\_\_ sculpture  
\_\_\_\_ photography      \_\_\_\_ printmaking      \_\_\_\_ mixed media  
\_\_\_\_ digital art      \_\_\_\_ other: \_\_\_\_\_

**I wish to display my art on the following day(s):**

- Saturday, February 6
- Friday, Saturday and Sunday, February 12-14
- Saturday, February 27
- Saturday, March 6

**Title and dimensions of artwork being submitted for approval:**

Title Piece #1: \_\_\_\_\_

Dimensions: \_\_\_\_\_

Title Piece #2: \_\_\_\_\_

Dimensions: \_\_\_\_\_

**Mounting Requirements (easels or pedestals to be provided by the artist):**

\_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Completed Artist Application should be mailed or faxed to:

**HITS, Inc.** Attn: Tony Hitchcock  
319 Main Street  
Saugerties, NY 12477  
Fax: 845.246.8248



## WAIVER AND RELEASE OF LIABILITY, ASSUMPTION OF RISK AND INDEMNITY AGREEMENT

In consideration of permitting me, \_\_\_\_\_, to display my original artwork at HITS Desert Horse Park located at 85-555 Airport Boulevard, Thermal, CA 92274, and in consideration of the promotional value, if any, that I receive as a result of displaying this artwork, I do hereby release HITS, Inc., together with its stockholders, directors, officers, staff members, agents, successors in interest and assigns from liability with respect to any and all claims, including negligence, resulting from the loss or damage of said artwork. By signing, I acknowledge that the Equine Art Exhibit will be held under a temporary tent and adjacent to the indoor show jumping arena. Although tenting and sidewall provide significant protection, there is risk of dust and wind damage in any such tented area.

I hereby assume full responsibility for any risk of loss or damage now and forever and I hereby separately agree to indemnify and save and hold harmless HITS, Inc. and its stockholders, directors, officers, staff members, agents, successors in interest and assigns from any loss, liability, damage or costs that they might incur, now and forever, arising out of or related to display of the artwork.

I understand that HITS reserves the right to remove the artwork for any reason and at any time and to ask that I pick up the article at any time.

### **Acknowledgment of Understanding:**

I have read this Waiver and Release of Liability and Assumption of Risk and Indemnity Agreement and fully understand its terms and agree to them.

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Signature of Artist

Date

Completed Waiver and Release of Liability should be mailed or faxed to:

**HITS, Inc.**

Attn: Tony Hitchcock

319 Main Street

Saugerties, NY 12477

Fax: 845.246.8248



## HITS DESERT HORSE PARK - EQUINE ART EXHIBITION Timeline

Please keep this timeline for your records:

- \_\_\_\_\_ **January 4, 2010:** APPLICATION DEADLINE
- \_\_\_\_\_ **On or Before January 4, 2010:** \$50 ENTRY FEE DEADLINE. Payment by check. Only one fee needed, no matter how many of the four weeks you choose to display your art. Check will be returned if your submission is not accepted.
- \_\_\_\_\_ **January 6, 2009:** Artist's Statement/Biography Deadline (due after acceptance)
- \_\_\_\_\_ **February 6, 2009:** Set up at HITS Desert Horse Park, Thermal, CA between the hours of 2PM and 4pm. Artists must display their art with their own easels or pedestals. No wall space is available. ***Please contact Tony Hitchcock in advance via email or cell to schedule your art set up the day of the event. Setup time for February 27 and March 6 are the same. If you are showing February 12-14, we will advise you of the setup times at a later date.***

**Event Receptions:** Saturdays, February 6, 12-13-14, 27 and March 6 from 6-10 pm, at the Indoor Arena – HITS Desert Horse Park (Thermal, CA).

***Removal of artwork upon conclusion of the receptions is the responsibility of the artist. For the show the week of February 12-14, all artwork should be removed late Sunday afternoon. Exact time to be announced.***

### **DIRECTIONS to the HITS Desert Horse Park in Thermal, California:**

#### **From points West:**

From I-10 E. Keep RIGHT to take CA-86 Spur S toward Brawley / El Centro. 6.5 miles. Turn RIGHT onto Airport Blvd. 2.2 miles. End at 85-555 Airport Blvd.

#### **From points East:**

From I-10 W. Take the Dillon Rd exit toward CA-86S Expressway / Coachella. 0.2 miles. Turn LEFT onto Dillon Rd. 0.7 miles. Turn LEFT to take the CA-86S-Expressway S ramp. 0.2 miles, Merge onto CA-86 Spur S. 5.2 miles Turn RIGHT onto Airport Blvd. 2.2 miles. End at 85-555 Airport Blvd.