

LEVELLING UP

Sweetpolka offers mentoring to artists and design practitioners committed to developing their art practice and careers.

Sweetpolka's approach is collaborative and participatory. It supports artists to increase their professionalism and develop confidence and capacity in reaching audiences.

Mentoring offers artists and designers a period to work on identifying opportunities, grant writing, folio presentation, preparation of artist statement, website design and exhibitions.

The packages below are designed for artists and crafts practitioners. Each package allows for the development of a shared timetable and plan, including identified goals and tracks progress towards goals and time spent by the mentor.

Insight Package

This tailored program takes practitioners through a guided process of thinking about their art practice with an experienced arts professional, developing a conceptual framework and language for their artwork. Anticipate increased insight and understanding. Arrive at a more connected and authentic self representation. Harness insights for grant writing, exhibitions, galleries and buyers. > (5 hours)

Copy Writing Package

This tailored program takes practitioners through a guided process of thinking about their work, its conceptual framework, materiality and processes to arrive at a concise, clear and compelling statement or series of texts for marketing purposes, from website copy to social media posts and artist statements.

>10 hours

Exhibition Marketing Package

This tailored program works with artists to prepare written material to accompany their exhibition. It includes an artist statement, a concise description of the exhibition and individual works, if required. The package includes the preparation of three social media posts and a media release.

> 20 hours

Website

Create a digital space for your work that you can feel proud of. Facilitated from start to finish, with support for writing, editing, image selection, design and build, considering audience and purpose. Revive a tired site, or start from scratch.

> 20-40 hours

Process

Mentorship hours are billed for actual time spent, in 30 minute (minimum) increments. This includes all contact with the mentee including phone/Skype/IM conversations, emails, reading, feedback time and face to face meetings. Tailored programs are flexible however it is anticipated that they will include a balance of collaborative work, the production of materials (writing and design) and services (research, distribution of marketing collateral etc).

It is expected that each 5 hour block will be used in 30 days. A surcharge of 20% applies if the mentorship exceeds this duration.

Rates

5 hours \$500

10 hours \$900

20 hours \$1700