



Representation Terms and conditions:

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I. About Arum Creative Studios

- 1) Arum Creative Studios is a division of Skopus Business Consultants CC, located at 8 Woodpecker Crescent, Aston Bay, Eastern Cape, South Africa.
- 2) All invoices, quotes, credit notes, statements and financial notices will be issued by Skopus Business Consultants.
- 3) All agreements will be between the client/buyer and Skopus Business Consultants, trading as Arum Creative Studios.
- 4) Arum Creative Studios is also known as arumgallery.co.za.
- 5) Arum Creative Studios is a virtual, online art gallery, showcasing the works of selected emerging artists from all over the world.

II. Nature of this Representation Terms and Conditions

- 1) Arum Creative Studios will undertake to showcase an artist's work on the website owned and managed by Arum Creative Studios, namely <https://www.arumgallery.co.za>
- 2) The nature of representation will be determined by the pricing option selected by the artist. So said pricing option can, at any time, be upgraded or downgraded by the artist according to his/her budgetary constraints.
- 3) Depending on the plan chosen Arum Creative Studios will:
 - a) Attempt to introduce artists' work(s) to potential collectors or buyers in selected target markets.
 - b) Issue press releases about the artist from time to time
 - c) Explore options at other galleries, art fairs, auctions, etc. where the artist's work could be noticed by potential buyers.
 - d) Publish the artist's work on specific social media channels. The selection of such channels remains the sole discretion of Arum Creative Studios.
- 4) Arum Creative Studios does not guarantee that an artist's work will be sold. The success of sales depends entirely on the preferences of potential buyers and/or collectors.

III. Pricing Options

Marketing Options for Artists	Basic	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7
Annual Membership Fee (payable once a year)	Free	USD 10,00	USD 30,00	USD 50,00	USD 110,00	USD 145,00	USD 190,00	USD 250,00
Do I get a page on the Arum Creative Studios website?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Do I get a posting on the Arum Creative Studios Instagram page?	N/A	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Do I get a posting on the Arum Creative Studios Facebook page?	N/A	Yes	Yes	Yes	Yes	Yes	Yes	Yes
What is the maximum number of works that I can showcase for the first time?	3	4	5	6	7	8	9	10
How many works can I submit per month?	1	2	4	6	8	10	12	14
Number of free Facebook advertising campaigns at sign up	0	1	1	1	2	2	2	3
Can I buy additional Facebook advertising space?	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
What is the cost for each additional paid Facebook advertising campaign?	N/A	USD 50,00	USD 47,62	USD 45,35	USD 43,19	USD 41,14	USD 39,18	USD 37,31
Minimum number of paid Facebook advertising campaigns per quarter?	N/A	1	1	1	1	1	1	1
Do I receive general marketing feedback?	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Do I get support to identify target markets?	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Can I get mentioned in press releases so that potential buyers can get to know about my art?	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
How many press releases can I get in a month?	N/A	1	2	3	4	4	5	4
Will you post my submitted works on your Fine Arts Store in California?	N/A	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Will you post my submitted works on your Fine Arts Store in New York?	N/A	N/A	N/A	Yes	Yes	Yes	Yes	Yes
Will you help me to price my works?	N/A	Yes	Yes	Yes	Yes	Yes	Yes	Yes
How much commission do you charge if any of my works sell through your channels?	20,00%	15,00%	10,00%	9,00%	8,00%	7,00%	6,00%	5,00%
Will you give me advice on how to package my work when it sells?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Will you notify me when someone wants to buy any of my works?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Will you help me to be introduced to other galleries, exhibitions, art fairs of other opporrunities where my work can be noticed by potential buyers?	N/A	Yes	Yes	Yes	Yes	Yes	Yes	Yes
On how many other Facebook pages will you promote my art for sale?	1	5	6	7	8	9	10	15

IV. Other Terms and Conditions

As and when deemed suitable, additional terms and conditions could be added to this document and displayed on the website arumgallery.co.za.

Date: 22 November 2020

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