



This is a program created to dispel the idea that art is hard and cannot be fun; we want to teach people that art can be a fun and rewarding experience even if they are no Picasso. Here are the parameters of the program:

- The artist (you) teaches from a safe, inviting place like your studio, home community center etc.
- You teach a 2 hour class for \$30 per student with a maximum of 15 students
- You provide the materials for students to use during the class, which you buy at a 20% discount from Jerrys Artarama; this breaks down to around 5 to 8 dollars per student depending on what you are teaching. You can also buy in bulk and sell art supplies to your excited students to take home and continue their journey with art, this gives you another way of making a profit!
- We provide marketing for you in the form of heavy TV and internet commercials and videos.
- We provide a centralized website that will include your picture, bio, examples of your artwork etc. to promote you as an artist, as well as information about your classes.
- If you teach these classes as an Approved S.T.A.R.T. instructor, we ask that you use our proprietary brands, promote events going on in the store (distribute coupons etc.) and send students to Jerrys to buy products.

To sum it up, your job is to teach your passion and our job is to promote you! This program is designed to take away the excuses for why people don't create art whether they don't know what materials to buy, it's too intimidating, the classes are too far away or they don't know where to find a good teacher it is S.T.A.R.T.'s mission to take away these excuses.

Failure is not defined by trying and not being able to succeed. Failure is defined by not trying at all.