



Information, Rules & Regulations

Downtown Green Bay Inc.
130 E. Walnut St. Suite 501
Green Bay, WI 54301

www.DowntownGreenBay.com

The inaugural Artfest Green Bay will take place July 28-30, 2023, on the streets of historic Downtown Green Bay. It will feature artists from all over the country, artist demonstrations, two stages of performance art, a culinary arts area, and much more. Surrounded by authentic restaurants, thousands of downtown employees, and many corporate offices, Artfest Green Bay is truly based in the heart of Green Bay. As the 3rd largest city in the state of Wisconsin, this beautiful, thriving city is home to over 107,000 residents with over 62% being between the ages of 18 and 62 years of age. The Greater Green Bay Area is also home to over 262,000 people. Green Bay hosts a stellar tourism industry, resulting in a \$697 million-dollar economic impact. Artfest Green Bay plans to capitalize on some of that tourism impact.

The Purpose

Art events have been successful in Downtown Green Bay for over 40 years. Downtown Green Bay Inc, a non-profit downtown revitalization organization, created this event to promote arts and culture and to highlight the thriving downtown. Proceeds will support projects that continue to grow and improve the historic downtown district through streetscape improvements, permanent and rotating art installations, and other programs. The event will be led by volunteer committees along with paid leadership with over a decade of art event experience.

The Artfest Difference

From the moment you fill out your application to the moment you leave the event, you will see the Artfest Difference. We truly care about all our participants and guests and will go above and beyond to demonstrate that. Our goal is to make your show experience pleasant and successful.

The setup experience will be divided into 3 time slots spread throughout Friday morning to allow for an easy drive-up unloading experience. You will be able to drive up to your booth, unload and park nearby. Throughout the weekend, our team will deliver chilled water, snacks, and lunch. If you need a break, call our artist support number, and we will send someone over to give you a quick break.

Event Partners

Artfest Green Bay will be partnering with local arts organizations. They will oversee areas of the event to raise awareness. Current event partners include the Northeast Wisconsin Technical College Artisan and Business Center, and The Art Garage. Both partners are highly respected members of the art community, with the goal of helping local aspiring artists achieve success.

Extensive Advertising & Marketing

Green Bay is an excellent event market. When Artfest Green Bay 2023 opens, you will see the power of our extensive marketing plan. From TV to radio, social media to newspaper, billboards to banners, digital and email, we plan to make sure everyone knows where to be July 28-30.

Booth Fees

10' x 10' - \$250

10' x 20' - \$450

Corner - \$75 add on

Electrical - \$100 add on

Jury Fee - \$25 nonrefundable





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Awards

Awards will be announced Saturday night on the Main Stage. \$5,000 in awards will be given away including Best of Show, Purchase Award, First Place, Best Presentation, Awards of Excellence, and Young Artisan Exhibit Awards.

Basic Information

Contact: Jeff Tilken, Events Manager, Downtown Green Bay Inc.

Mailing Address: 130 E. Walnut St. Suite 501, Green Bay, WI 54301

Phone: (920)437-1824

Email: JeffT@DowntownGreenBay.com

Website: www.DowntownGreenBay.com

Images: 4 images of artwork only – no booth images accepted

Registration Deadline: Midnight (CST), March 1st.

Number of Booths: 200 Maximum

Artist Benefits

- Over \$5,000 in cash awards given out.
- Website gallery with artists full-color images, bio, and link to artist's website
- Elaborate marketing plan to promote event
- Electronic postcard provided to artists to send to their customers
- Booth sitters available for artists via event day phone number
- Complimentary water and snacks delivered to your booth during the show
- Complimentary full breakfast available on Saturday morning
- Complimentary donuts and coffee/juice available Sunday morning
- Complimentary lunch delivered to you Saturday and Sunday
- Saturday night happy hour in private room near event grounds
- Discount coupons package for area businesses
- Block Captain available at each block to help with any concerns or event support needs.

Dates to remember

Application Opens: Dec. 1

Entry Deadline: April 1st.

Website Gallery: Early May

Layout & Event Information Email: Late June

On-site Check-In: July 28th



MEDIA DESCRIPTIONS

Mixed Media: Works that incorporate more than one type of physical material in their production. Two-dimensional mixed media should include more than one of the following: paint, pencil, watercolor, photography, printmaking or drawing, fabric, clay work, fiber, glass, metal, wood, or any other 3-D or other found objects, and collages.

Ceramics: Original, hand-crafted clay and porcelain. No machine-made or mass-produced work is permitted. If multiple pieces of the same design are displayed each piece must be signed. Work should be primarily aesthetic; functionality is secondary.

Digital Art: Includes any original work in which the original image was crafted and manipulated by the artist using the computer. Work must be in editions, signed and numbered, on archival paper. Artwork created using a camera and then subsequently manipulated utilizing computer technology should be entered in the photography category.

Drawing/Pastel: Works created using dry media including chalk, charcoal, pastels, pencil, wax crayon, or from the fluid medium of inks and washes applied by pen or brush.

Fiber: Artwork crafted from fibers, including embroidery, weaving, tapestry, and papermaking. No machine-tooled work, machine-screen printing, or other forms of mass production are accepted.

Glass: Glassworks that are functional or decorative by design and are kiln-formed or have been crafted by glass blowing, molding, or casting. Works may be etched or engraved. No forms of mass production are permitted. Work must be made primarily by the hands of the applying artist.

Jewelry: All jewelry, whether produced from metal, glass, clay, fiber, paper, plastic, or other materials. No commercial casts, molds, or production studio work is allowed. Work must be primarily hand-fabricated by the artist. Watches are not allowed.

Metal: Includes all non-jewelry work crafted from metals. No production studio work is allowed.

Painting: Original compositions on a flat surface created by the artist's hand using oils, acrylics, or watercolor.

Photography: Limited-edition digital or film photographic prints made from the artist's original image and processed by that artist digitally or using wet techniques, or under his or her direct supervision. Work must be printed on archival-quality paper and be properly signed and numbered as a limited edition.

Sculpture: Artists sculpting clay, metal, wood or stone should apply in that medium unless the work incorporates mixed materials (in which case it is 3D-Mixed Media) or media not included separately here. This category is only for work that does not fit into any other category.

Wood: Original work in wood that is hand-tooled or machine worked by the artist.

Art Fair Hours

Friday 3:00pm to 7:00pm

Saturday 10:00am to 7:00pm

Sunday 10:00am to 5:00pm

Setup – 3 setup times available to avoid congestion

Option 1 Friday 8:00am to 10:00am

Option 2 Friday 10:00am to 12:00pm

Option 3 Friday 12:00pm to 2:00pm

*All vehicles and trailers must be removed from the grounds by 2:30pm

Check In Process

- 1) All vendors must pick up their packet before entering the event grounds. At your setup time, check in at the Exhibitor Check In Booth. You will receive your booth space number and all necessary information.
- 2) Drive to your assigned spot and begin unloading
- 3) Please move your vehicle to a parking location as soon as possible, to avoid congestion, prior to continuing your setup

Artist Parking

Artist parking is available in surrounding parking lots. Locations will be identified on a map provided in your check-in packet.

Closing (Friday & Saturday)

- 1) Closing may not begin prior to 7:00pm.
- 2) All vendors are responsible for securing their tents each night.
- 3) Overnight security will be provided, tents must be properly wrapped and all art secured inside.

Teardown (Sunday)

- 1) Teardown may not begin prior to closing at 5:00pm.
- 2) Vehicles will be allowed to enter the grounds once the crowd clears.
- 3) All vehicles must be pulled over as tight to the tent as possible to allow vehicle movement.

Application Process

- All applications must be submitted on EntryThingy.com, by the deadline.
- Only information and photos submitted in the application will be considered during judging. Please do not mail or attach any brochures and/or written materials.
- Please do not reference websites. Judges will only consider the information in the application description section of the entry.

Multi Media

Artists may only exhibit in medias they are juried into. A separate application, images, and jury fee must be submitted for each medium.

Art Fair Commission

Artfest Green Bay will NOT take any commissions from approved artists participating in the Art Fair. All exhibitors are responsible for paying Brown County sales tax (5.5%).

Exhibitor Fee

Payment must be submitted separate from the Jury fee. Booth fees may be refunded until May 1st, if we are able to fill your booth space. After May 1st, booth fees are non refundable.

Jury Selection Process

The Artfest selection is a blind jury process. Jurors will evaluate artwork based only on skill, originality, creativity, quality, and design. There is no predetermined number of participants per medium. The only predetermined number is the total number of participants, which will be limited to 200.

Eligibility

All participating artists must be 18 years or older. Artists under the age of 18 may participate in our Young Artisan Exhibit with a parents permission.

Reproductions

To maintain the integrity of the show, no more than ¼ of your display may contain commercial reproductions of your work.

Prints

All prints and digital art must be pulled from the original plate, printed on archival quality materials, signed, and numbered.

Displays

- All art displayed must be available for purchase unless approved by Event Manager.
- Name and booth number must be clearly visible during the event.
- Display must be contained within your assigned booth space.
- A limited amount of “backstock” may be stored behind your booth space. Sidewalks must remain clear to maintain ADA compliance.

Artist Presence

Artists must be present for the entire event; no representatives are allowed. Exceptions may be granted for medical emergencies but must be approved by the Event Management.



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Event Legal Agreement

By submitting this application, I hereby agree to abide by the policies and requirements set forth by Artfest Green Bay, and understand that failure to follow these policies and requirements can result in expulsion from the event and/or exclusion from future events. I certify that all submitted and exhibited work is original and produced solely by myself (or myself and my designated co-artist). I release and agree to hold harmless Artfest Green Bay, Downtown Green Bay Inc, its volunteers, employees, agents, and officers from any responsibility, personal liability, loss or damages to my property or which I or my helpers may sustain in connection with the event. I understand that the event does not carry insurance to cover my personal property and agree that as an independent contractor, I will obtain my own insurance. I understand that I store my artwork throughout the event, including overnight Friday and Saturday, at my own risk. I understand that there are no refunds or rain checks due to inclement weather or other acts of God. In consideration of Artfest Green Bay's acceptance of my application, I agree to allow the use of submitted images, promotional materials, and photographs taken during the event for promotional purposes.

