



## ***ARTIST APPLICATION INSTRUCTIONS***

*Event Date: July 15, 2017*

*10:00 am - 4:00 pm*

**Location:** Lake Mills Commons Park, located in the heart of downtown Lake Mills at the corner of Main and Lake Streets. Booth space is approximately 10'x10'. You must provide your own white Easy-Up or similar shelter (required). Electricity is not available.

**Accepted Media:** Original fine art and fine craft in the categories of painting/drawing/printmaking, photography, mixed media, sculpture/3D, fiber/textile, glass, jewelry, pottery/ceramics, functional art, woodworking, and repurposed/upcycled.

**Eligibility:** Open to all Wisconsin residents who are 18 years and older, exhibiting works of original concept, design and execution. Artists must be present the day of the event.

**Selection of Artists:** All exhibitors will be selected by a jury and will be notified of selection by June 1st.

**Application Deadline: May 1st.** Notification of acceptance will be sent in a timely manner via email.

### **Application Checklist**

- Completed application form postmarked on or before May 1st.
- Wisconsin Temporary Event Operator and Seller Information Form S-240. THIS MUST BE SUBMITTED WITH YOUR APPLICATION. This form can be found at [www.revenue.wi.gov/forms/sales/s-240.pdf](http://www.revenue.wi.gov/forms/sales/s-240.pdf)
- Three (3) high-quality DIGITAL images of artwork that accurately reflects the artwork to be presented in your booth during the festival plus one (1) high-quality DIGITAL image of your booth set-up/ display that includes your tent. ***Email submission of images is strongly preferred.*** (See next page for detailed instructions on how to prepare and submit images.)
- One check for \$100.00. This includes the \$75.00 Exhibitor Fee for a 10x10 foot booth space and a \$25.00 non-refundable Jury Fee. If an applicant's work is not accepted, we will send a reimbursement check for the \$75 Exhibitor Fee to the address provided on the application. All checks will be deposited when received. ***Cashed check does not imply acceptance.*** Returned checks for insufficient funds are subject to a \$30.00 penalty fee at minimum.
- Check here if you are willing to submit a Lake Mills Arts Fest press release to your local paper.
- Check here if you are willing to donate a piece of art to the Lake Mills Main Street Program's annual fundraiser. Please bring your donated piece with you to the Festival. A volunteer will pick it up from your booth. Receipts will be available.

**IMAGES:** Email your images to Kristin Cramer, Artist Coordinator, at [KristinCramer6@gmail.com](mailto:KristinCramer6@gmail.com).

**APPLICATION:** You can submit your application form, WI Form S-240, and fees electronically OR by postal mail.

#### **BY MAIL:**

Lake Mills Main Street Program  
Attn: Lake Mills Arts Festival  
200e Water Street  
Lake Mills, WI 53551

*Please make check payable to  
LAKE MILLS MAIN STREET PROGRAM*

#### **ELECTRONIC SUBMISSIONS:**

EMAIL a copy of your completed application and WI Form S-240 to [director@lakemillsmainstreet.org](mailto:director@lakemillsmainstreet.org).

PAY your fees on our website via PayPal:  
[lakemillsmainstreet.org](http://lakemillsmainstreet.org)

#### **FINAL CONSIDERATIONS:**

- Please consider demonstrating your work at your booth—it heightens the experience for patrons by connecting them more closely to the creation of art.
- Official festival start time is 10 a.m. but we will not hinder nor prevent sales occurring before that time.
- Place a reminder on your calendar for future Lake Mills Arts Festivals — always on the 3rd Saturday of July!

Complete one application per artist. If 2 artists would like to share a booth, 2 jury fees are required. Booth sharing is conditional upon acceptance of both artists.

**ARTIST APPLICATION-LAKE MILLS ARTS FESTIVAL**  
JULY 15, 2017 (3rd Saturday in July)  
10am-4pm

Please check the best description for your medium:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Painting/Drawing/Printmaking (PD) | <input type="checkbox"/> Sculpture/3D (SC)  | <input type="checkbox"/> Functional Art (FA)      |
| <input type="checkbox"/> Mixed Media (MM)                  | <input type="checkbox"/> Fiber/Textile (FT) | <input type="checkbox"/> Glass (GL)               |
| <input type="checkbox"/> Woodwork (WW)                     | <input type="checkbox"/> Photography (PH)   | <input type="checkbox"/> Repurposed/Upcycled (RU) |
| <input type="checkbox"/> Pottery/Ceramics (PC)             | <input type="checkbox"/> Jewelry (JE)       | <input type="checkbox"/> Other (OT) _____         |

Artist Name:				
Studio or Business Name:				
Mailing Address:		City:	State:	Zip:
Cell Phone:		Alternate Phone Number:		
Email:		Website:		
How did you hear about the Lake Mills Arts Fest?				

**PLEASE READ THE STATEMENTS BELOW AND CHECK THE BOX OF YOUR CHOICE**

- YES! I give permission for the use of the images supplied with this application, for promotional purposes, which could include newspaper publications, Facebook/social media, and website.
- NO, I do not give permission to LMAF to use the images supplied with this application and/or those images of me and my work taken during the festival itself for promotional purposes.

**IMAGE SUBMISSION INFORMATION:**

Each digital image must be submitted in the following format. Images not in this format will not be presented for jurying.

- A clear, high quality image that accurately represents the work to be displayed, saved as a .jpg with a file size no greater than 1MB.
- Images should be properly oriented for viewing (upright on monitor).
- **Name each file as follows: 2-letter abbreviation for medium category (see list above)\_LastnameFirstname\_imagenumber.jpg.**

Example for Sally Smith, a painter

Image #1: PD\_SmithSally\_1.jpg Image #2: PD\_SmithSally\_2.jpg Image #3: PD\_SmithSally\_3.jpg

Booth photo: PD\_SmithSally\_4.jpg (The booth photo should always be image #4.)

I have emailed my images in the format specified to KristinCramer6@gmail.com.

Image #1 Title: \_\_\_\_\_

Media: \_\_\_\_\_ Size/dimensions: \_\_\_\_\_

Image #2 Title: \_\_\_\_\_

Media: \_\_\_\_\_ Size/dimensions: \_\_\_\_\_

Image #3 Title: \_\_\_\_\_

Media: \_\_\_\_\_ Size/dimensions: \_\_\_\_\_

Image #4 Booth/Display Image (MUST SHOW TENT AND ARTWORK)

General description of all artwork to be displayed the day of the event: \_\_\_\_\_

I hereby swear or affirm that the artwork represented in the supplied images is of my own original concept, design and execution. I understand that completion of this application does not guarantee acceptance to the festival, that my presence is required the day of the event, and that an easy-up style tent is required to be set up the day of the event in the designated booth space.

Signature of artist: \_\_\_\_\_ Date: \_\_\_\_\_