



## The 64th Annual Irvington Halloween Festival 2010 Poster Design Contest

The Historic Irvington Community Council (HICC) requests proposals for a poster to commemorate the 64th annual Historic Irvington Halloween Festival (IHF).

The Irvington Halloween Festival is a family event that has been a part of Irvington for over 60 years and is centered around the children of Irvington. This week-long festival / fundraiser is hosted by the HICC. The HICC is a 501(c)3 non-profit organization that works to improve the quality of life for all Irvington residents and businesses.

The Halloween Festival and its associated events more than 10,000 people each year. This year's festival will include haunted ghost tours, The Slightly Haunted Puppet Show, Halloween themed children's movies, a house decorating contest, and more. The week of festivities concludes on Saturday October 30<sup>th</sup> with a street festival that features, a parade, over 130 vendors, a costume contest, live music, games, crafts and other entertainment.

The poster should represent and reflect the spirit and essence of this event. The 2010 Irvington Halloween Festival runs from October 23<sup>rd</sup> through the 30<sup>th</sup>.

For more on the history of Irvington, visit this link:

<http://www.nps.gov/nr/travel/indianapolis/irvington.htm>

### Rules

- Participants must be 18 years or older.
- Entries may be created using a variety of different mediums: Photography, painting, drawing, illustration, graphic design, digital art and 3-D relief. If you choose to create a piece of art using the relief technique keep the relief height to 3" or less in depth. NO SCULPTURE.
- Please use a medium that will translate effectively into a graphic reproduction.
- Final submissions must be archival. Below you will find a company that can help you with an archival output of your photography, graphic design or digital submission:

Heartland Printworks (a division of Virtu Fine Art Services)  
212 West 10th Street, Suite B100  
Indianapolis, Indiana 46202  
<http://heartlandprintworks.com/>  
317.822.1800

- Submissions must NOT use fluorescent or metallic colors. No sharpie markers are to be used.

- Optional wording:

64th Annual Irvington Halloween Festival  
Oct. 23rd – 30th, 2010

- If you choose not to include the text above, we will add them, along with title sponsor logos for promotional purposes.
- Submissions must be between the dimensions of 18" X 20" and 24" X 36". Images larger or smaller will be disqualified.
- An **entry fee of \$25** is required upon delivery of artwork. Please make checks out to HICC.
- Multiple entries are allowed, however, a separate entry fee for each submission is required. Failure to include an entry fee will result in disqualification.
- Entry form must be attached to the back of *each* entry.
- Submissions must be mounted on foam core or a rigid material for display purposes. (Art needs to stand up on its own for judging.)
- Participant must ensure that any submitted work that includes photographs or digital images were taken with the verbal permission of the subjects and that those subjects are willing for their image to be used by the Historic Irvington Community Council.
- **All artists will retain the copyright of their image.** The top 3 finalists will allow for duplication and use of their artwork by HICC for promotional and publicity purposes during the time leading up to and during the 2010 IHF. Artists understand not to use the contest image until after October 31st, 2010.
- The top 3 artists will donate the original art to HICC. **The original top 3 place pieces will be auctioned off and all proceeds will be donated to local Irvington non-profit organizations.**
  - The top 3 finalists will each be given two complimentary tickets to the Live Auction, currently scheduled for Monday October 25<sup>th</sup> at The Legend Classic Irvington Cafe
- The 1st place art will be transformed into posters for the 2010 IHF and available for sale before and during and after the 2010 IHF. All proceeds from both the auction and poster sales go to the HICC. Winning artists will receive no more financial compensation beyond award amounts:
- Award amounts will be as follows:
  - 1st place - \$300
  - 2nd place - \$200
  - 3rd place - \$100.
- The top 3 artists will be provided with a digital version of their original art after the conclusion of the 2010 IHF. The 1st place design will also receive complimentary print copies of their image in the form of posters. The number of complimentary posters received will depend on the supply remaining and is up to the discretion of the HICC.

- The top 3 finalists will be provided with a free 10'x10' booth space during the festival on Saturday, October 30th, 2010
  - The HICC will provide space only. Artists are encouraged to bring their own chairs, tables, and canopy if desired. Electricity will not be provided.
- **Final art and entry forms are due by Friday, Aug 6th, 2010, at 6 PM.** Please deliver or send entries to:
 

The Irvington Branch Library  
5625 East Washington Street,  
Indianapolis, IN 46219.  
Library Hours: Mon -Thu: 10am-8pm, Fri: 10am-6pm and Sat: 10am-5pm  
317-275-4450
- The Irvington Branch Library is not liable for any damages due to loss or damage during shipping or during storage. Please provide the packing material that may be needed for transport and protection of the artwork while under the supervision of the Irvington Branch Library.
- **Artists will be notified contest results by Friday August 13, 2010.** Prizes will be awarded within 30 days from notification.
- Artists are encouraged to submit a brief biography of the artist.
- **Jurors:** Will be comprised of sponsors and neighborhood representatives selected by the Irvington Halloween Festival Committee.
- **Cash Awards:** 1st place- \$300, 2nd place- \$200, 3rd place \$100

### **Recommendations**

- While there are no criteria for content in this contest, it should be noted that entries which feature famous Irvington landmarks and/or create a sense of place in Irvington typically have fared well with judges in past years.
  - For tips on Irvington landmarks search "Irvington Historic District" on [www.wikipedia.com](http://www.wikipedia.com)

**Questions may be directed to the Irvington Halloween Festival Committee at: [info@irvingtonhalloween.com](mailto:info@irvingtonhalloween.com) or 317-713-1100**



## Historic Irvington Halloween Festival 2010 Poster Design Contest Entry Form

Name: \_\_\_\_\_

Phone number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State and Zip \_\_\_\_\_

E-mail address: \_\_\_\_\_

Web site: \_\_\_\_\_

I agree to all contest rules. Should I win 1st, 2nd or 3rd place, I understand that my original artwork will be donated to HICC. I understand that the top 3 creations will be sold in an auction and that all proceeds will go to HICC. Should I win 1st place, I will allow the HICC to duplicate my image for all promotional purposes, as well as sales purposes during the time leading up to and during the 2010 IHF. I understand that all proceeds collected from the sale of the posters go directly to the HICC. I certify that all work submitted is my original work. I understand not to use the contest image until the conclusion of the 2010 IHF.

***I understand that I retain the copyright of my image.***

Artist Signature \_\_\_\_\_ Date \_\_\_\_\_