



Participation Application

FRIDAY & SATURDAY, JULY 21 & 22, 2017

Please fill the application out entirely. See reverse for instructions.

DEADLINE: FRIDAY, MAY 12, 2017

Section A: Listing Information

Gallery / Venue Name: _____

Address: _____

Phone: _____ Website: _____

Event Hours – Friday: _____ Saturday: _____

Exhibit Date(s): _____

Gallery Designation (circle one): Yes No *For definition, please refer to Application Instructions.*

Exhibit Title: _____

Body Text: Please note we reserve the right to edit as space requires. Please type or print your listing below OR email to rlawson@historichthirdward.org. A confirmation of receipt will be sent, but a signed application and payment must also be received by the deadline. Body text can be a **maximum of 45 words**.

Section B: Billing/Contact Information for Gallery/Venue

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Section C: Brochure Delivery Please indicate below if you will pick up brochures or if you would like them delivered. If left unmarked, you will be put down as a pick up. **Delivery is not available to residential addresses.**

- Pick Up - You will be notified when brochures are available for pickup.
- Delivery - Address (if different) _____ Best day/time _____

Section D: Payment Information

Participation Fee

- East Town / Historic Third Ward Participant - \$130 \$ _____
- Walker's Point / South / Around Town Participant - \$170 \$ _____

Extras

- Additional 100 brochures (100 included with fee) - \$17 per additional 100 \$ _____
- Officially licensed Gallery Night and Day flag (includes flag, bucket and pole).
One time charge – you own and keep the flag after purchase - \$150 \$ _____
- Advertising (see available options and prices under Advertising Information) \$ _____
- Please Invoice Me (HTWA members only) Paid via PayPal Check Enclosed **TOTAL:** \$ _____

Section E: Application Agreement

I have read and agree to the terms listed in the Participation Criteria. I further acknowledge that the participant has liability insurance and accepts full responsibility for any incidents occurring on participant's premises during Gallery Night and Day. Additionally, I read and understand Wisconsin State Statute 125.67 (listed on reverse).

_____ as _____ at the above venue
Authorized Signature Title



Application Instructions

You must read and sign this form and return it with your application for the July 2017 Gallery Night and Day brochure.

ELIGIBLE PARTICIPANTS: Please see Participation Criteria (enclosed sheet) for details. Please note: restaurants which do not have a special art exhibit will be required to purchase advertising space; they will not be listed as participants.

SECTION A: LISTING INFORMATION

We highly recommend you type or email your listing. Hand-written listings cause errors in interpretation. Please provide the Gallery or Venue name, address, a contact number for the public, a Web site if available, **exhibit dates and hours for the event**. Body text can be a maximum of 45 words – approximately 220 characters, not including spaces. These character limits apply to the

body text of a basic listing. A basic listing includes venue name, address, map location, phone number, Web site, one line title of show, body text, exhibition dates and event hours. See above example. Please understand that space may be limited as more venues participate. **We reserve the right to edit, as space requires.**

ACTUAL SIZE

BODY TEXT

GENERIC GALLERY - Map 26 123 N. Main St. • 414.555.0000 • www.genericgallery.com
WORKS OF JANE DOE The dream-like pastels of Doe, inspired by years of landscape studies, contrast sharply with charcoal sketches of the wildlife found at her childhood home in Wisconsin. Live music Friday. Artist talk on Saturday. Exhibition June 1 - Sept. 3. Friday: 6 to 9pm Saturday: 10am to 5pm

Gallery Designation

Due to the increasing number of Gallery Night and Day participants, visitors are not always able to view all of the exhibits they may desire on just these two days. To help distinguish which galleries are available to patrons outside event hours, galleries whose main purpose is the viewing and selling of art and have regularly posted hours open to the public will now be graphically highlighted in the brochure. A committee of the Milwaukee Art Dealers Association will review the list of venues requesting to be highlighted as a gallery and will make the final decision. An appeals process will be available (see Participation Criteria).

SECTION B: BILLING/CONTACT INFORMATION

Please include information for invoicing including the person responsible for the application and listing information.

SECTION C: BROCHURE DELIVERY

Please choose pick up or delivery. If delivery is chosen, brochures will be delivered to the Gallery/Venue address listed under Section A unless otherwise noted. Delivery is not available to residential addresses. If left unmarked, you will be put down as a pick up. Participants will be notified when brochures will be available for pick up. **Brochures must be picked up by two weeks prior to Gallery Night.**

SECTION E: APPLICATION AGREEMENT AND INSURANCE ACKNOWLEDGEMENT

Participants in Gallery Night are required to have insurance and must accept responsibility for any incidents occurring on their premises during Gallery Night and Day. Signing also constitutes acknowledgement of Wisconsin State Statue 125.67 which states that *"No person may give away intoxicating liquor or use any other means to evade any law of this state relating to the sale of intoxicating liquor. Whoever violates this subsection may be fined not more than \$10,000 or imprisoned for not more than 9 months or both."* Boutiques, art galleries, hair salons, bookstores and the like (this list is not all inclusive) are not allowed to give away or sell alcohol beverages to customers. Licensed businesses involved in Gallery Night and Day are allowed to sell and serve alcohol beverages accordingly. Gallery Night and Day, its producers, sponsors and advertisers accept no responsibility for participant fines/imprisonment directly or indirectly related to the distribution of alcoholic beverages by non-licensed businesses in violation of the law during the Gallery Night and Day event.

ADVERTISING SPACE

See attached sheet or contact Ruth Lawson at the Historic Third Ward Association at 414-273-1173 or rlawson@historichirdward.org for additional information.

DEADLINE: NOON Friday, May 12, 2017

To be included in the brochure, this form and payment must be turned in to the Historic Third Ward Association office **no later than noon on Friday, May 12, 2017**. Payment must accompany this form and be received by the deadline in order for your listing to appear.

Mailed applications must be postmarked by Noon Friday, May 12, 2017. Please understand that applications received after the deadline delay the process of printing and require the brochure be reformatted, a process that can take hours for just one late application. For this reason, **no late applications will be accepted.** Return the **signed** application and check, payable to the Historic Third Ward Association to: 219 N. Milwaukee St., 3rd Floor, Milwaukee, WI 53202 or fax to 414-273-2205. You may also pay via PayPal at: <http://www.historichirdward.org/events/gallerynight.php>

Questions? Contact Ruth Lawson at 414-273-1173 or rlawson@historichirdward.org.



Participation Criteria

LOCATION: Gallery Night and Day is sponsored and administered by the Historic Third Ward Association. Galleries, museums and other venues within geographic areas will be given priority, since it is the primary mission to promote downtown.

The East Town and Historic Third Ward areas are bound by Ogden on the north, the Milwaukee River on the west and south, and Lake Michigan on the east. Sites outside these areas will have to exhibit significant fine art value to be included. The map cannot be extended to include outlying participants.

Other geographic areas of the city are encouraged to organize their own open house nights to promote the visual arts in their own area (these events cannot be called Gallery Night and Day and we ask that they do not occur on the same dates). The Historic Third Ward Association and the Milwaukee Art Dealers Association support such efforts which can only serve to promote the arts across an ever-wider audience.

ELIGIBILITY / EXHIBITIONS: Gallery Night and Day is a **free event focused on the presentation of fine art**. To be eligible for participation, artwork MUST be displayed and free admission MUST be offered during the Friday night event. Participating venues must be open for viewing for at least three hours Friday evening between the hours of 5 and 9pm.

Due to the continued growth and interest in Gallery Night and Day, participants will be evaluated more closely. Completed applications must state that primary focus of the business or event is the presentation of fine art. Consideration will be given to organizations that have a record of contributing significantly to the cultural fabric of the community. Further consideration will be given to businesses such as furniture stores, hair salons, bookstores, etc., *as space permits*. Restaurants will not be listed as participants unless a special art exhibit or event is being presented. Optional advertising space is available for restaurants.

Additionally, participant body text may not remain the same for more than two quarters/events. After two events using the same body text, it must be changed or the application will not be accepted.

LISTINGS: Applicants are urged to read the instructions carefully. We reserve the right to edit copy, as space requires.

INSURANCE: Participants in Gallery Night and Day must have liability insurance and must accept responsibility for any incidents occurring on their premises during *Gallery Night and Day*. The participation application requires a signature indicating acceptance of this responsibility.

Mark your calendars! Upcoming *Gallery Night and Day* Schedule

SUMMER	July 21-22, 2017	Text/Money deadline: May 12, 2017
FALL	October 20-21, 2017	Text/Money deadline: August 11, 2017
WINTER	January 19-20, 2018	Text/Money deadline: November 17, 2017
SPRING	April 20-21, 2018	Text/Money deadline: February 16, 2018



Advertising Information

The quarterly Gallery Night and Day has grown into a world-class event over the past 29 years - a tribute to the phenomenal art culture in downtown Milwaukee. While there is no way to accurately determine how many visitors are drawn to the downtown area during these events, we do know there is the potential for you to reach thousands of new customers. The *Gallery Night and Day* brochure offers advertising space to restaurants and other businesses which could benefit from the increased traffic on these special weekends.**

Your advertisement would be placed in 30,000 brochures, some of which are direct mailed to interested individuals and the balance are distributed among the participating venues and other businesses throughout Milwaukee.

Please consider advertising in the *Gallery Night and Day* brochure in support of this great event and of course to attract new customers.

Size	General Price	Participant Price*
¼ page (3.5" x 2.25")	\$250	\$250
½ page (3.5" x 4.25")	\$500	\$400
¾ page (3.5" x 6.5")	\$750	\$600
Full page (3.5" x 8.5")	\$1,000	\$800

**Participant price applies to those advertisers which have paid the participant fee for inclusion in the Gallery Night and Day event.*

Ads provided should be electronic ads provided in the following formats: Adobe Illustrator, Adobe Photoshop, or PDF files. Accepted media are: email, CD or USB flash drive. Files must be accompanied by supporting high-resolution graphics, all fonts, and a hardcopy proof. Electronic files can be emailed as attachments to rlawson@historichirdward.org. Proofs will NOT be provided unless specific arrangements have been made.

Please contact Ruth Lawson at 414-273-1173 or rlawson@historichirdward.org for more information.

*** The Historic Third Ward Association reserves the right to accept or deny advertisements based on compatibility with the event.*

Historic Third Ward Association
219 N. Milwaukee St., 3rd floor
Milwaukee, WI 53202
414.273.1173 (phone) 414.273.2205 (fax)
office@historichirdward.org