

Gallery Night and Day April 2019

Participation Criteria

ELIGIBILITY / EXHIBITIONS: Gallery Night and Day is a free event and is open to ALL forms of art (visual art, performance art, literature, etc.) 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.



Application Instructions

Read and sign this form and return it with your application for the April 2019 Gallery Night and Day brochure.

SECTION A: LISTING INFORMATION

We request 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. **We reserve the right to edit, as space requires.**

Gallery Designation

Due to the 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 visitors outside event hours, galleries whose main purpose is the viewing and selling of art and have regularly posted hours open to the public are graphically highlighted in the brochure.

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 Statute 125.67 which states, "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, etc. (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.

Additional Liability, insurance, and indemnification: Applicant accepts full responsibility for all liability from loss or damage to persons or property arising out of its participation in this event. **Applicant shall deliver to the Historic Third Ward Association Proof of Insurance** for the business which shall list all limits for the insurance coverage. Applicant shall indemnify and hold harmless HTWA from any and all loss or damages of any nature whatsoever in excess or not covered by the insurance coverage provided under the terms of this Agreement occasioned directly or indirectly by the applicant's participation in Gallery Night and Day.

DISPLAY ADVERTISING OPPORTUNITIES

See reverse sheet for additional information.

Return the **signed** application, Proof of Insurance, and check, payable to the Historic Third Ward Association to: 525 E Chicago Street, Milwaukee, WI 53202. You may also pay via PayPal at: gallerynightandday.org

Questions? Contact Rebecca Button at 414-273-1173 or rbutton@historicthirdward.org.

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Advertising Information

Gallery Night and Day is a world-class event - 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 rbutton@historichirdward.org.

Proofs will NOT be provided unless specific arrangements have been made.

Please contact Rebecca Button at 414-273-1173 or rbutton@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
525 E Chicago Street
Milwaukee, WI 53202
414.273.1173
office@historichirdward.org