





# Application Instructions

Read and sign this form and return it with your application for the April 2018 Gallery Night and Day brochure.

**ELIGIBLE PARTICIPANTS:** Please see Participation Criteria (attached sheet) for details.

## 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, website, 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

<b>GENERIC GALLERY</b> - Map 26 123 N. Main St. • 414.555.0000 • www.genericgallery.com
<b>WORKS OF JANE DOE</b> 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 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 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 venue address listed under Section A unless otherwise noted. Delivery is not available to residential addresses. If left unmarked, you will be marked as a pick up. Participants will be notified when brochures are available for pick up.

## 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.

## DISPLAY ADVERTISING OPPORTUNITIES

See attached sheet for additional information.

## DEADLINE: NOON Friday, February 9, 2018

To be included in the brochure, this form and payment must be delivered to the Historic Third Ward Association office **no later than noon on Friday, February 9, 2018**. Payment must accompany this form and be received by the deadline in order for your listing to appear.

**Mailed applications must be postmarked by Wednesday, February 7, 2018.** Applications received after the deadline can delay the process of printing and may require reformatting the brochure - a process which 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: [note new address] 525 E Chicago Street, Milwaukee, WI 53202. You may also pay via PayPal at: <http://www.historicthirdward.org/events/gallerynight.php>

Questions? Contact Rebecca Button at 414-273-1173 or [rbutton@historicthirdward.org](mailto:rbutton@historicthirdward.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 of the event 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 need to exhibit art 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 kindly ask they do not occur on the same dates). The Historic Third Ward Association supports such efforts which 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 the primary focus of the event is the presentation of fine art.

Additionally, we request participant body text 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

<b>SPRING</b>	<b>April 20-21, 2018</b>	Text/Money deadline: <b>February 16, 2018</b>
<b>SUMMER</b>	<b>July 20-21, 2018</b>	Text/Money deadline: <b>May 11, 2018</b>
<b>FALL</b>	<b>October 19-20, 2018</b>	Text/Money deadline: <b>August 10, 2018</b>
<b>WINTER</b>	<b>January 18-19, 2019</b>	Text/Money deadline: <b>November 9, 2018</b>



## 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.

<b>Size</b>	<b>General Price</b>	<b>Participant Price*</b>
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@historicthirdward.org](mailto:rbutton@historicthirdward.org).

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

Please contact Rebecca Button at 414-273-1173 or [rbutton@historicthirdward.org](mailto:rbutton@historicthirdward.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@historicthirdward.org](mailto:office@historicthirdward.org)