





# Application Instructions

*You must read and sign this form and return it with your application for the July 2011 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

<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 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: CONTACT INFORMATION

The main contact 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 on the Participation Application unless otherwise noted. Delivery is no longer available to residential addresses. Participants will be notified when brochures will be 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 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 [rwlson@historicthirdward.org](mailto:rwlson@historicthirdward.org) for additional information.

## DEADLINE: NOON Friday, May 20, 2011

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 20, 2011**. Payment must accompany this form and be received by the deadline in order for your listing to appear.

**Mailed applications must be postmarked by May 18, 2011.** 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. Sorry, no credit cards.

Questions? Contact Ruth Lawson at 414-273-1173 or [rwlson@historicthirdward.org](mailto:rwlson@historicthirdward.org).



## Participation Criteria

**LOCATION:** Gallery Night and Day is sponsored in part and administered by the Historic Third Ward and East Town associations. Galleries, museums and other venues within these geographic areas will be given priority, since it is the primary mission of these two entities to promote their areas.

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 Milwaukee Art Dealers Association, the East Town Association and the Historic Third Ward Association support such efforts that 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.

**APPEALS:** All applications will be reviewed by a committee of the Milwaukee Art Dealers Association. Potential participants not accepted by the committee will be notified by phone or email within 10 business days of the deadline. Objections to determinations can be presented at a MADA meeting for an appeals process.

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

FALL	October 21-22 2011	Text/Money deadline: <b>August 12, 2011</b>
WINTER	January 20-21, 2012	Text/Money deadline: <b>November 11, 2011</b>
SPRING	April 20-21, 2012	Text/Money deadline: <b>February 10, 2012</b>
SUMMER	July 27-28, 2012	Text/Money deadline: <b>May 18, 2012</b>



## Advertising Information

Over the past 24 years, the quarterly Gallery Night and Day has grown into a great event, a tribute to the art culture in downtown Milwaukee. While there is no way to accurately determine how many visitors are drawn to the downtown area during these free events, we do know there is a potential for you to reach thousands of new customers. The Gallery Night and Day brochure offers advertising space to restaurants and other businesses that could benefit from the increased traffic on these special weekends.\*\*

Your advertisement would be placed in 26,000 brochures, some of which are direct mailed to interested individuals and the balance are distributed among the participating venues and other businesses throughout the City of Milwaukee.

We hope you will consider advertising in the Gallery Night and Day brochure in support of this great event and of course to attract many new customers!

<b>Size</b>	<b>General Price</b>	<b>Participant Price*</b>
¼ page (3.5" x 1.75")	\$250	\$250
½ page (3.5" x 3.625")	\$500	\$400
¾ page (3.5" x 5.5")	\$750	\$600
Full page (3.5" x 7.5")	\$1000	\$800

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

The ads are now full color!

Ads provided should be electronic ads provided in the following formats: QuarkXPress, 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](mailto: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](mailto: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., 3<sup>rd</sup> floor  
Milwaukee, WI 53202  
414.273.1173 (phone) 414.273.2205 (fax)  
[office@historichirdward.org](mailto:office@historichirdward.org)