



Supporting and Promoting Artists and the Arts Year-Round

– Call for Entries –

## 2010 Poster Competition

\$2,000 Prize

Entry Deadline:

5:00 PM

Friday, Nov. 13, 2009

Summerfair Cincinnati  
7850 Five Mile Road  
Cincinnati, OH 45230

513-531-0050

[info@summerfair.org](mailto:info@summerfair.org)

[www.summerfair.org](http://www.summerfair.org)

Summerfair Poster Statement of Objectives:

The objectives of the Summerfair poster are:

- To inform the public about Summerfair; including mandatory information specified in the competition rules
- To convey that Summerfair is Cincinnati's premier annual celebration of art and artists
- To provide a marketing tool that promotes the event

The design of the poster must be adaptable for any and all appropriate uses including the 2010 Fair Program cover, print ads (in both full color and black and white) and T-shirts.

Judges will review all poster entries in November and choose a number for presentation to the membership of Summerfair Cincinnati. The general membership will vote by ballot for the winning design. The screening committee is composed of selected Summerfair Cincinnati members and professionals in the art community. Entries will be judged against the stated objectives.

**Summerfair** is Cincinnati's premier festival of fine arts and crafts featuring 300 artists from around the country and Canada, exhibiting and selling their work. In addition, Summerfair features four stages of local entertainment, strolling entertainers, a youth arts festival with hands-on art projects for kids, and a food court. 2010 will be the 43rd year for Summerfair.

### **About Summerfair Cincinnati:**

For 42 years, Summerfair Cincinnati has been supporting and promoting artists and the arts in Greater Cincinnati. In addition to the annual Fair, the organization's activities include: support for individual artists including grants and exhibitions and community-based art activities and events.

The effectiveness of Summerfair Cincinnati activities have earned the organization regional and national recognition including: Named one of the Top 10 Fine Art Shows in the nation by Sunshine Artist Magazine and the National Association of Independent Artists Artists' Choice Award.

## 2010 Poster Competition Entry Form

Attach completed form to the  
back of your poster entry  
(Please PRINT; all fields are required)

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone (day) \_\_\_\_\_  
(evening) \_\_\_\_\_

Occupation \_\_\_\_\_

Business / School \_\_\_\_\_

Entry Title \_\_\_\_\_

Medium / technique \_\_\_\_\_

### Artist Release

If the poster that I have submitted to the 2010 Summerfair Poster Competition is selected as the winning poster, Summerfair Cincinnati (SF) will become owner of all rights connected with the poster. SF will have exclusive rights to reproduce, sell and distribute the work, including derivative works. I will be required to create or assist with the creation of other adapted mediums such as print ads (4 color and b/w), T-shirts, or other merchandise. I will be responsible for preparation of high resolution digital files and incorporation of those design changes deemed necessary by SF. No changes can be made after the selection process to the poster's design or colors without the consent of SF. In exchange for the exclusive rights to all artwork and preparation of high resolution digital files, I will receive a \$2,000 consideration from SF when all work related to the preparation of digital files has been completed and the poster is printed. If the poster that I have submitted is not selected as the winning poster, I give SF the right to display the poster while retaining all ownership rights, subject only to this right to display.

Signature \_\_\_\_\_

Date \_\_\_\_\_

## 2010 Summerfair Poster Competition

Summerfair Cincinnati (SFC) is pleased to announce the 2010 Summerfair Poster Competition. The winning design will become the official visual icon for Summerfair 2010. The artist is awarded \$2,000, as well as widespread recognition through the Summerfair marketing campaign. The poster serves as the cornerstone of the advertising and public relations program each year and will become a collector's item. To view a history of past winning posters, please visit the SF website: [www.summerfair.org](http://www.summerfair.org)

### The Official Rules of the Competition

Please read these rules carefully. Non compliance may be cause for disqualification. If you have questions about the competition, please call the Summerfair office at (513) 531-0050 or email [info@summerfair.org](mailto:info@summerfair.org)

### Size

All entries must be vertical 16" X 27" in the form of reflective art (mounted to board) for judging. The winning entry will be enlarged to vertical 22" X 36".

### Media

Select any media (e.g. pastels, oils, gouache, full-color photos, prints, etc.). Designs must be suitable for various adaptations (see Statement of Objectives). Three-dimensional, sculptural, or bas-relief designs must be submitted as an entry-size 2D reproduction for judging.

### Mandatory Information

The following information **must** be incorporated into your poster design:

- Summerfair 2010
- Cincinnati, Ohio
- June 4, 5 and 6
- Selected exhibits of Fine Arts and Crafts
- Coney Island, Kellogg at I-275
- Friday 2 p.m. - 8 p.m.
- Saturday 10 a.m. - 8 p.m.
- Sunday 10 a.m. - 5 p.m.
- Copyright 2010
- Summerfair LOGO and tagline (file will be supplied by SFC upon final selection)

## Key Dates

**November 13**, Friday at 5 p.m. - Contest closes; all submissions must be at one of the drop-off sites.

**November 16**, Monday - Winner notified; all other submissions returned to drop-off sites.

**December 18**, Friday at 5 p.m. - Unclaimed entries become the property of SFC.

Entry Form - Each entrant must complete an official entry form and attach it to the back of the poster entry. Please PRINT or TYPE clearly. Entry form may be photocopied.

### Entry Drop-Off Sites

Fabulous Frames & Art  
1741 East Kemper Rd.  
Cincinnati, OH 45246  
513-772-1011

Fabulous Frames & Art  
9632 Colerain Ave.  
Cincinnati, Ohio 45251  
513-385-9213

Fabulous Frames & Art  
8002 Hosbrook Road  
Cincinnati, Ohio 45236  
513-792-9977

Michals Framing and Artglass  
8265 Beechmont Ave  
Cincinnati, Ohio 45255  
513-474-6620

Fabulous Frames & Art  
4878 Union Centre Pavilion  
West Chester, Ohio 45069  
513-870-0806

Bowmans Framing Inc.  
103 North Ft. Thomas Ave  
Ft. Thomas, KY 41075  
859-781-2233

Fabulous Frames & Art  
7940 Mason Montgomery Rd.  
Mason, Ohio 45040  
513-677-9548

Brownings of Wyoming  
1424 Springfield Pike  
Wyoming, OH 45215  
513-821-7079

Fabulous Frames & Art  
17 W 4th St.  
Cincinnati, Ohio 45202  
513-579-9998

Frame USA  
225 Northland  
Cincinnati, Ohio 45246  
513-733-9800

Fabulous Frames & Art  
10817 Montgomery Rd.  
Cincinnati, Ohio 45242  
513-489-8862

Frame and Save  
2940 Wasson  
Cincinnati, OH 45209  
513-531-9794

Frame and Save  
1050 Hansel Ave  
Florence, KY 41042  
859-371-1050

Frame and Save  
9697 Kenwood Road  
Cincinnati, Ohio 45242  
513-791-2995

Frame and Save  
7751 Cox Road  
West Chester, Ohio 45069  
513-759-6600

Summerfair Office  
Anderson Center  
7850 Five Mile Rd.  
Cincinnati, OH 45230  
513-531-0050

### Artist's Responsibility

The artist (or artist team) must live within a 50-mile radius of Greater Cincinnati. The winning Artist will be required to prepare, or have prepared at his/her expense, high resolution digital files. Assistance will be required to adapt the design for the 2010 Fair program cover, advertising (both 4c and b/w) ads, T-shirt printing (e.g. fewer colors, layers, simplification), and other merchandise. Type and color separations will be the responsibility of SFC. The selected design will be faithfully reproduced. No corporate or personal logos can be incorporated into the poster design. SFC members are not eligible to participate in the Summerfair Poster Competition.