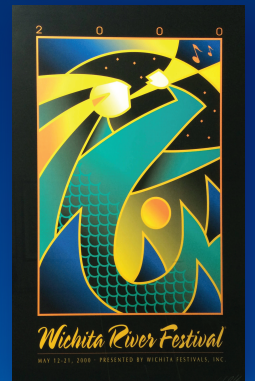


Riverfest 2025

CALL FOR ENTRIES! POSTER & BUTTON ARTWORK CONTEST



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 **EMPRISE BANK®**



YOUR ART COULD BE PART OF WICHITA HISTORY!

Riverfest 2025

POSTER & BUTTON ARTWORK CONTEST

The iconic Riverfest button grants admission to all nine days of Riverfest. The poster is an artist's or artist team's expression of the festival. Both of these items become part of the history of each festival, connecting citizens with enduring memories.

The selected Poster & Button Artwork is the graphic look and feel for the Riverfest 2025 advertising and promotion campaign. This year's festival is May 30-June 7, 2025. Successful designs will adapt to a variety of presentations: on shirts and other apparel; in print, digital and TV ads; on billboards; as cloisonné pins ... you name it.

FOR EACH DESIGN YOU MUST INCLUDE:

- A printed, mounted copy of your poster.
- Two button designs – one adult button and one child button – printed side-by-side on cardstock.
- A flash drive with vector artwork of your poster and buttons.
- The completed entry form at the end of this packet, attached to the back of your poster entry or entries.

POSTER DESIGN

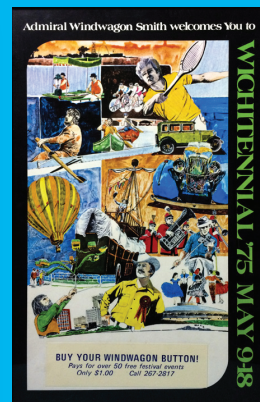
- Poster designs must be 18" x 20", printed and mounted on black presentation board or similar.
- Wichita Festivals will add the relevant dates and logos to the selected poster artwork. No logos, dates or other inclusions need be added to the submission.
- All artwork must also be submitted in computer-generated vector format. Present artwork in CMYK & RGB formats.
- Design to reflect the spirit of Wichita Riverfest!
- Imagine the design in any way you choose. Our team is excited to see your original artwork (No AI generated artwork will be accepted for 2025). The winning piece will share the joy and history of Riverfest captured by an innovative artist who feels the love and tradition of our community celebration.

BUTTON DESIGNS

- One adult and one child button design for each entry. Adult and child buttons must be distinguishably different from each other, preferably by color.
- Make your buttons round and 2.25" in diameter.
- Include the following copy:
Riverfest
May 30-June 7, 2025
Admit One
- Print your button designs side by side on cardstock.
- Winner must provide their artwork to Wichita Festivals, Inc. in computer generated vector format. Present artwork in CMYK and RGB formats.

**ENTRIES DUE BY 5 PM
TUESDAY, DECEMBER 10**

\$4,000 CASH PRIZE
PRESENTED TO THE WINNING ARTIST!



WINNING ARTIST RESPONSIBILITIES

- Providing WFI with final vector art for poster and button designs by December 18, 2024.
- Providing WFI individual elements of the design or adaptations for merchandise and promotional materials as needed.
- Attendance & participation in the announcement of the winning design on January 6, 2025. Time and location to be determined.
The artist may not disclose their selection as winner of the competition prior to the artwork reveal event.
- Availability for media interviews related to the contest as requested.
- Signing and numbering of 200 Riverfest 2025 posters.

WHAT DO THE JUDGES LOOK FOR?

- Does the design capture the excitement, festivity, energy and diversity of Riverfest?
- Is the artistic execution original, strong and design graphically pleasing?
- Does the design adapt well to other festival promotional purposes?
- Is the design fresh and unique, and to the best of the judges' knowledge, is the design not a close derivative of an existing (non-Riverfest related) design?

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Riverfest 2025

POSTER & BUTTON ARTWORK CONTEST

THINGS TO CONSIDER

- Your poster and button designs should be compatible. Equal emphasis will be given to both in judging.
- Consideration will be given to the adaptability of the design to Riverfest merchandise and advertising materials.
- Elements of the design will be used in a variety of promotional initiatives.
- Abstract designs are welcome, too.
- Designs must be original art. The design should not be a close derivative of an existing piece of art. The artist agrees to indemnify and hold harmless Wichita Festivals, Inc. (WFI) from and against any damages or losses sustained as a result of any design which is not original.
- See a gallery of all of the past Riverfest posters at WichitaRiverfest.com
- WFI reserves the right to modify the winning artwork for merchandising and marketing purposes as needed.
- Judges for the contest will include representatives from WFI and the graphic arts community, as well as contest sponsors and past winners.
- The winning artist/agency will be notified immediately following the conclusion of the judging.



ENTRY PROCEDURES & RESTRICTIONS

- Entrant must be eighteen (18) years of age or older.
- Entries must be original artwork.
- Entrants can submit up to two sets of poster/button designs.
- Employees of Wichita Festivals, Inc. are not eligible.
- A completed entry form must be attached securely to the back of each entry.
- Ship or hand-deliver your entry to Wichita Festivals, Inc., 444 E. William, Wichita, KS 67202. Entries must be received no later than 5 pm, Tuesday, December 10, 2024. Out-of-town entrants must include a \$10 fee if they desire return-shipping of their submission.
- WFI retains sole reproduction and publication rights, title and interest relative to the winning design.
- Non-winning entries must be picked up no later than Feb. 7, 2025 at 444 E. William, Wichita, Kansas. Entries not picked up by Feb. 14, 2025 will become the sole property of WFI.

Riverfest 2025

POSTER & BUTTON ARTWORK CONTEST

**ENTRIES DUE BY 5 PM
TUESDAY, DECEMBER 10**

SPONSORED BY



CALL FOR ENTRIES!

SUBMISSION FORM

The following information must be completed and attached securely to the back of each poster entry. Entries must be received no later than 5 pm, Tuesday, December 10, 2024, to be eligible.



Signature _____

Artist and/or agency name: _____

Date _____

Mailing address _____

City State Zip _____

Phone _____

E-mail _____

Accepted by Wichita Festivals, Inc. on _____

ENTRY CHECKLIST

Please submit the following for **each entry**:

- A printed, mounted copy of your poster.
- Two button designs - one adult button and one child button - printed side-by-side on cardstock.
- A flash drive with computer-formatted vector artwork.
- This completed form, securely attached to the back of your poster entry.

The design selected for the 2025 Riverfest poster becomes the sole property of Wichita Festivals, Inc. WFI will make available the original design to the artist within one year of the date the selected design is announced. Wichita Festivals, Inc. retains sole reproduction and publication rights, title and interest relative to said artwork or design. Said artwork may not be reproduced or published in any manner except as authorized by Wichita Festivals, Inc.

The winning artist guarantees and further agrees that neither the artist nor any other person or entity will reproduce or publish - or permit to be reproduced or published - the original artwork, without the express written consent of Wichita Festivals, Inc. I agree to abide by the rules and conditions set forth in the Call for Entries. Should my original artwork or design be selected as a winner of the contest, I hereby assign sole reproduction and publication rights, title and interest relative to said artwork or design to Wichita Festivals, Inc.