

# Call for Artists



## Vibin' Ogden Light Pole Banner Art

### Overview

Vibin' Ogden seeks to celebrate Ogden's rich culture and vibrant feel. The display of the light pole signs will continue to help Ogden grow and celebrate the city's unique tones through the use of visual art representing everything Ogden has to offer.

### Artwork/ Design Guidelines

Topics and subjects related to this event should include the artist's depiction of how Ogden's Vibe helps them celebrate this great city. The depiction should provide a stylistic feel of how Ogden makes them feel.

### Design requirements

When developing the artwork, please keep in mind the design will be judged according to the following criteria:

1. Clarity and originality of the message: Judging panel will be looking for innovative and creative designs that illustrate Ogden's unique Vibe, as well as joyful, forward thinking and inclusive values.

2. Impact, memorability, and appeal to general audiences: Design must appeal to a general audience and corporate sponsors (ALL age groups and genders). The design must NOT include political or promotional messaging, nudity, weapons, offensive imagery, or derogatory text. The design must not infringe upon any copyrights or trademarks. We expect artists to exercise their best judgment in making creative decisions.
3. Unique, positive, and non-stereotypical representation of any ethnicity or culture. **IMPORTANT:** Artwork must be FREE of any generalizations about any ethnicity or culture. This includes, but is not limited to: stereotypical imagery, icons specific to one country, and uninspired stock visuals.
4. Versatility for application on other media: Design must be functional because it may be used in advertisements, catalog, website, and other marketing materials.

## Artwork Specifications

This call is for two-dimensional artwork only. Artwork should be submitted in 2' x 3' size and ready for display. **Artist will be required to convert the images to a digital format for printing.**

Designs that make it past the preliminary round of entries will be required to submit artwork in digital format. Format: JPEG, 300 DPI (RGB & CMYK), 4 MB.

Each artist may submit up to **three** entries.

## Acceptable Categories:

- Paintings (oil, acrylic, watercolor, India Inks, etc.)
- Drawings (pastels, colored pencils, charcoal, ink, markers, pencil, etc.)
- Collage (Must be two dimensional)
- Prints (lithographs, silkscreen, block prints)
- Mixed Media (use of more than two mediums, must be two dimensional)
- Photography and digital compilation

## Who can Participate?

Competition is open to all artists of any age. There is no entry fee.

## Award

There will be a \$200 artist honorarium awarded for each piece of artwork that is chosen for the Vibin' Ogden Light Pole Banners. The honorarium shall compensate the artist for the design and right to the design/artwork; no compensation beyond the honorarium will be provided. Ogden

Downtown Alliance shall own the rights to the submitted artwork and may use them for promotional exposure in future festival related marketing materials, printing on posters, merchandise items, and any other uses that the Ogden Downtown Alliance deems necessary.

- Up to 20 finalists will be displayed on the banners throughout the Washington Boulevard, Historic 25th Street, and The Junction areas. Chosen artists will be notified by February 7th and ODA will call with any questions about the work before that.

## How to Submit

Interested artists may submit applications in person, digitally or by mail by 3 PM, Thursday, February 3rd, 2022. **The deadline is NOT a postmark deadline.** Submission materials include:

- Contest Application, listed below
- Art Submission, either in person or digitally.
- Binder clips or some other form of removable mounting that will not damage the artwork.

Submission materials will not be returned. The artwork will become the property of the Ogden Downtown Alliance.

## Selection Process

- A panel composed of Ogden Downtown Alliance Staff will review and score submitted designs.
- In order to achieve the mission, purpose, and goals created for the Vibin' Ogden Light Pole Banner Competition, a point system will be administered as follows to a maximum of 25:
  - Preference is given to local artists. Artists registered and based within the city of Ogden will automatically receive **5 points**.
  - Points will be allocated to artists based on the thematic relevance to the Vibin' Ogden Competition, and any additional element deemed relevant to the Ogden vibe receiving up to **5 points**.
  - Points will be allocated to artists that show clarity, originality of message, innovative, and creative designs that illustrate Ogden's urban feel receiving up to **5 points**.
  - P will be allocated to artists that show a unique, positive, and non-stereotypical representation of any ethnicity or culture receiving up to **5 points**.
  - Points will be allocated to artists whose work appeals to general audiences (ALL age groups and genders) receiving up to **5 points**.

## Deadline and Contact Information

Materials must be received by 3 PM on Thursday, February 3rd, 2022. All supporting material must be included. Incomplete or late proposals will not be accepted. Ogden Downtown Alliance is not liable for lost or damaged materials.

## Please deliver proposal materials to:

Ogden Downtown Alliance  
2411 Kiesel Avenue, Suite 402  
Ogden, UT 84401

OR

Jessica Marine | [jessica@ogdendowntown.com](mailto:jessica@ogdendowntown.com), if submitting digitally.

Please contact Jessica with any questions at the email above.

## General Conditions

1. Ogden Downtown Alliance may accept or reject any or all proposals, under any circumstances, for any reason, without explanation.
2. This RFP shall not obligate Ogden Downtown Alliance in any manner and shall not impose any liability upon ODA. ODA shall at no time be liable to the artist, or any other party for costs incurred by the artist.
3. Vendor (artist) must read and be thoroughly familiar with the terms, conditions, and specifications of this RFP. Failure to do so shall not relieve the artist from any of its obligations.
4. Ogden Downtown Alliance may postpone the date and time announced for submission date by giving written notice to potential artists.
5. Ogden Downtown Alliance reserves the right to award a contract to the artist(s) it determines will provide the best long-term value for ODA.
6. Interest in Contract. No officer, employee, or agent of Ogden Downtown Alliance who exercises any function or responsibilities in connection with the review, approval, or administration of this contract shall have any personal interest, direct or indirect, in this contract.
7. Right to Reject Proposals and Negotiate Contract Terms. Ogden Downtown Alliance reserves the right to reject any and all proposals or accept any proposal deemed to be in the best interest of the Ogden Downtown Alliance.
8. Ogden Downtown Alliance may choose up to (20) works for display, but may also choose fewer if deemed necessary down to a quantity of zero.

# Application for Vibin' Ogden Light Pole Banner Art Contest

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Social Media Platform(s) and Username(s):

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\_\_\_\_\_  
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Tell us about your piece(s):

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