



downtown Banners

CALL TO ARTISTS

DOWNTOWN POMONA
BANNER PROGRAM



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Submission Deadline (must be received by): May 24, 2010

The City of Pomona and the Downtown Pomona Owners Association (D.P.O.A.) are calling all artists who live, work or exhibit in the city of Pomona to create original artwork for Pomona's banner program. The program will print original artwork on banners that will be placed throughout Second Street, Main Street, Fourth Street, Thomas Street and Garey Avenue. Placement of the banners is at the discretion of the City of Pomona and the D.P.O.A. The banners will be changed-out tri-annually (three times a year) and are based on three themes total with corresponding months. The first theme is:

<u>Theme #1</u>	<u>Months:</u>
(Patriotic, Summer, Festivals)	May-August

The banner themes are comprised of three topics listed within the parenthesis. This means three different banner designs per theme, a total of nine banner designs for the year. Changing out the banners tri-annually will keep the banners in better condition, allow for visual diversity as well as give more artists the opportunity to participate in this program. Themes #2 and #3 will be announced at a later date. Artists may submit up to 3 pieces of artwork/designs if inclined to take on all three topics, but is not necessary.

This is a great opportunity for local community artist's work to be viewed by the public in and around the Downtown Pomona Art Colony. Once selected, the artwork will be displayed on the Metro Pomona website which receives three million hits per year, be featured in ads, newspapers, magazines and commercials. Please see the Metro Pomona website for more details: www.metropomona.com

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Submission Requirements

- All banners must incorporate both text and visual elements. Text is limited up to four words total. Remember, the banners need to be readable, in image and text, whether the public is walking or driving by.
- Entries must not include images that infringe upon someone else's copyright, trademark, or license.
- Entries must not include images that are unlawful, harmful, vulgar, obscene, hateful, or racially, ethnically or otherwise objectionable, the determination of which is up to the sole discretion of the program organizers.
- There are two sizes for the banners: short and long. The short banners are: 17" in width x 45" in height. The long banners are: 30" in width x 96" in height. Artists may choose which size to submit, however after the selection process, all awarded artists will need to reformat their design for both banner measurements.
- All work must be in digital format. To e-mail, images must be in JPEG format. Images must be attached to the email (not imbedded) and be a resolution of 150 dpi with the exact banner measurements. After creating your design, save your layered file. Create another copy and save it as a flattened JPEG. Upload the flattened image and email to: kmcrews@yahoo.com
- If you choose to hand deliver your digital images on a disk, please drop it off by the deadline at the D.P.O.A. office, along with the labeling information stated below. Disks are non-returnable. The D.P.O.A. office is located at:

119 W. 2nd St., Pomona, CA 91766
Phone: 909-469-1121

- If you are having problems with your document due to a large file size, you may send it through this website: www.yousendit.com.
- E-mail or disk should include contact information with your name, mailing address, e-mail address, and primary phone number. Please email with "Pomona Banner Submission" in the subject line. **Please note the chosen topic for your artwork.**
- Selected designs will be awarded \$200.00 each.
- The D.P.O.A. will own the reproduction rights to all banner artwork with recognition to the artist. Artwork will be available for reproduction by the City of Pomona for marketing purposes only. Artwork will not be used elsewhere without the artists consent.

Judging:

The final selection will be approved by the D.P.O.A. and the City of Pomona. Artwork will be judged on originality, uniqueness, creativity, and appeal to a broad audience.