



## **Gallopaloosa Looking for a Designer for its Inaugural Commemorative Poster**

Gallopaloosa is a 501(c)(3) charitable organization that supports community beautification in two phases:

- a “public art” phase, where painted horse statues (and now oversized mint julep cups) grace the streets and sidewalks of the Louisville community for six-months
- and a “beautification” phase, where the money raised from the sale of the statues helps create long-lasting landscaping and lighting projects such as planting 50 acres of wildflowers and 300 rosebushes along the expressway, as well as funding a major portion of the special lighting project on the Big Four pedestrian bridge

As part of our transition to sponsoring annual beautification projects, we are wanting to develop a commemorative poster series to celebrate the essence of our project, similar to the Kentucky Derby Festival and St. James Court Art Show.

The winning design will be printed and sold as posters, and may also be used in our marketing materials and merchandise. There is a \$500 cash prize for the winning design.

**The design should communicate the creativity and fun of Gallopaloosa, the community spirit that surrounds it, the beautification of our hometown resulting from it, and a connection to this year’s theme: Bridles & Bourbon.**

Established or emerging graphic designers and artists may enter to showcase their talents.

A limited printing of the official commemorative poster will be sold at Gallopaloosa’s upcoming events and via our online store. The first unveiling will be at the Kentucky State Fair (August 20-30, 2015).

### **Application and Selection**

The contest is open to anyone who appreciates the artistic ingenuity and community spirit of Gallopaloosa and the beautification efforts we support through partnerships with Brightside and Waterfront Development Corporation. The winning artist will not only have the honor of representing Gallopaloosa in the inaugural year of this contest, but will also win a **\$500 cash award** and gain great exposure. Entries will be accepted through **June 30**. Designs should be appropriate for replication as posters (18”x24”), silk-screened T-shirts, and possibly other merchandise and promotional items.

All poster entries will be featured on our social media outlets. The winning entry will be determined by members of product development and artist committees, and board of directors. The winner will be notified by July 10, 2015 and announced to the public the next week.



### **Inaugural Gallopalooza Commemorative Poster Rules**

Entry Deadline: June 30, 2015

Cash Prize: \$500

#### **Design Elements**

All entries must be original designs and reflect the “essence” of Gallopalooza and the Louisville community. Designs may include the following elements, but are not limited to: Gallopalooza statues (all current and past horses, horses on barrels and/or mint julep cups); wildflowers, daffodils or Knock-out roses (to recognize our beautification efforts with Brightside); and/or the special LED lighting project on the Big Four pedestrian bridge (in honor of our commitment to help fund this effort in conjunction with Waterfront Development Corporation). The final poster design may incorporate the name or logo of "Gallopalooza," the theme “Bridles & Bourbon” and the year 2015. Inclusion of these words/images are optional on your entry. The competition is open to all design mediums (photography, printmaking, mixed media, computer graphics, pastels, oils, acrylics, watercolors, etc.) The design, or some element of it, must be adaptable for screen-printing on fabric and/or other merchandise.

#### **Submission Guidelines**

The design entry should be a clear representation of the finished, printed poster. If submitting a computer-generated composite containing scanned images of original artwork, submission of the original art along with your design is encouraged. While we’d like to have an 18”x24” sample of the finished poster, we are willing to accept versions digitally or printed on standard paper sizes (8.5”x11”, 11”x17”, etc.) Orientation of the piece (vertical/horizontal) shall be dictated by the artist. Multiple design entries from one artist are acceptable. A completed entry form (attached) must be submitted with each design entry unless images are sent via email, then one entry will suffice. Additional entry forms may be downloaded at: [www.gallopalooza.com](http://www.gallopalooza.com). Duplicates of the original form are acceptable. The artist’s name, address and phone number and email must appear on the back of each printed entry. Any additional information you wish to submit needs to be taped to the back of the entry, as well.

#### **Award & Recognition**

All poster entries will be featured on our social media outlets. The winning entry will be determined by members of Gallopalooza’s product development and artist committees, and board of directors. The winner will be notified by July 10, 2015 and announced to the public the next week.

The winning designer will receive a \$500 cash award by July 31, 2015. The presence of the winning artist is requested for at least two hours (although we would prefer longer) sometime during the Kentucky

State Fair (August 20-30, 2015 – based on artist’s availability). We would also love the artist to participate in other public events/venues and for media interviews to promote the poster.

The winning design and completed artwork, including any original artwork used as a component in the finished design, will become the exclusive property of Gallopalooza, which may display, publish, reproduce or otherwise use in any capacity deemed necessary or desirable.

**Entry Delivery Instructions**

Hand delivered entries will be accepted June 18-30, 2015 at our office at 556 S. Fourth Street (in the Downtown Development Partnership space) Monday-Friday, between 9am and 4pm.

Mailed entries will be accepted June 18-30, 2015. Entries must be postmarked by Tuesday, June 30. Entries should be mailed to: Gallopalooza Inaugural Poster Entry, 556 S. Fourth Street, Louisville, KY 40202.

Emailed entries will be accepted June 18-30, 2015. Entries must be sent to [lhuffman@gallopalooza.com](mailto:lhuffman@gallopalooza.com) by 9pm, June 30, 2015 to be included in the contest.

Notification of the winner will occur no later than July 10 and the poster will be publicly unveiled at the Kentucky State Fair August 20, 2015. Artists submitting designs that are not selected will be notified by July 17. Entries will not be returned unless you check the appropriate box on the entry form. It is your responsibility to come and get your entry from our office.



**INAUGURAL GALLOPALOOZA COMMEMORATIVE POSTER CONTEST ENTRY FORM**

Name (Please Print): \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Day/Work Phone: \_\_\_\_\_ Evening/Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please return my entry. I understand that I must pick it up from the Gallopalooza office by August 7.

Please add me to your list of artists for future commissions and projects.

I understand and accept the rules of participating in the Inaugural Gallopalooza Poster Contest as shown by my submittal of an entry. I understand that if my entry is selected as the winner, I hereby assign all of my right, title and interest in my design, completed artwork, and any original artwork used as a component in the finished design, to Gallopalooza, its successors and assigns.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

(If under the age of 18, your parent or guardian must co-sign your application)

All entries are due in the office, or must be emailed or postmarked, by Tuesday, June 30, 2015.