

Call to Artists

Downtown Pomona Banner Program

ROUND 2!

Submission Deadline (must be received by): Monday, November 1, 2010

The City of Pomona and the Downtown Pomona Owners Association (D.P.O.A.) are calling all artists 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 up to the City of Pomona and the D.P.O.A.

The banners will be changed-out tri-annually (three times a year) to keep the banners in better condition, allow for visual diversity as well as give more artists the opportunity to participate in this program.

There are 3 rounds total for the banner submissions. **Round 1 (May-August) has passed** thanks to banner winners: Father Bill Moore, Alex Couwenburg, Nano Rubio, and A.S. Ashley. This banner competition is for Round 2, although, if you prefer to submit early banner designs for Round 3, please indicate that when you submit your materials.

<u>Banner Submissions</u>	<u>Months:</u>
Round 2	September - December
Round 3	January - April

There are no specific banner themes, except that we ask for you to show Pomona Pride! We want people to know as they walk or drive-by where they are and how great it is to be in Pomona. If you like, you may submit banner designs which emphasize on the diverse traditions that are practiced during the banner months you are submitting for – for example: back-to-school, education, Kwanza, Thanksgiving ect. Artists may submit as many different designs as they'd like as long as they are correct to the specifications.

Please see submission requirements on page 2

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Submission Requirements

- If the banner designs incorporate text and visual elements, the composition must be balanced. Remember, the banners need to be readable 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 artwork must be in digital format. We need one version to be a print-ready PDF (with exact banner measurements) and another version in a smaller PDF or JPEG file that can be emailed easily and opened for the committee to review. Images must be attached to the email (not imbedded). Email artwork to: kmcrews@yahoo.com
- If you choose to hand deliver or mail your digital images on a disk, please deliver it by the deadline at the D.P.O.A. office with an attention to Pomona Banner Committee, along with the labeling information stated below. Disks are non-returnable. The D.P.O.A. office address is:

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 to kmcrews@yahoo.com 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.
- 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 broad audience.

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