



Prospectus for 21st Annual Berks Jazz Fest Merchandise Logo 2011

AWARD

No cash awards will be given. Winning artist will have their artwork reproduced on Jazz Fest merchandise including t-shirts, jackets, caps, mugs and other wearable items. The winning design will be on merchandise and promotional items, the festival website and other places as determined. The winning artist will receive publicity for themselves and their design in the Berks Arts Council newsletter, the festival tabloid and website.

ELIGIBILITY

All interested artists and art students are eligible to apply. The two-dimensional art work must be at least 3" by 2" or be able to be seen clearly at that size. Since the artwork must be embroidered on clothing, pay attention to line width; thicker lines are recommended. Artists are asked not to sign their artwork. The design should work as both a logo and work of art. The design should be no more than four colors but should also work in a tonal rendering.

SUBMISSION

Artists should submit their work to the Berks Arts Council, GoggleWorks, 201 Washington Street, Suite 523, Reading, PA 19601, by **Monday, September 20, 2010**. PDFs of the artwork can be e-mailed to the BAC at info@berksarts.org.

There is no submission fee. Artists can submit more than one design for consideration. Artwork should **NOT** include "Berks Jazz Fest 2011" -type will be added later.

SELECTION & NOTIFICATION

The winning design will be selected no later than **Friday, October 29, 2010**, by the Berks Jazz Fest staff. Selected artist will be notified by phone.

REPRODUCTION

The Berks Arts Council reserves the right to reproduce the selected work for purposes of promotion of the festival. By submitting your design you give BAC rights to the exclusive use, without compensation, and agree to sign an agreement to that effect. The winning artist also gives BAC permission to prepare art for production, adding typography and simplifying as necessary upon production method (silk screening, offset printing, embroidery, etc.), and image area.

SALES

Berks Arts Council will retain all proceeds from the sale of festival merchandise. The artist may sell reproductions of the logo during and after the festival either independently or through another on-site vendor.

SUBMISSION FORM

PLEASE PRINT

Name

Mailing Address

City, State Zip Code

Home Phone

E-Mail Address

INQUIRIES: Berks Arts Council, PO Box 854, Reading, PA 19603 610.898.1930 www.berksarts.org

EXAMPLES OF LOGOS FROM PREVIOUS YEARS

1993



1994



1995



1996



1997



1998



1999



2000



2001



2002



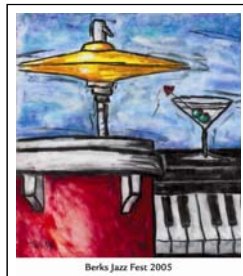
2003



2004



2005



2006



2007



2008



2009



2010

