



Saturday, August 8, 2015, 8am–4pm

Presented By: Downtown Schenectady Improvement Corporation

Application & Event Guidelines

Event Overview

Chalk It Up! Downtown Schenectady will feature sidewalk chalk art created at the festival by local artists and members of the community. Artists who register to compete will be given a sectioned-off area of sidewalk on Erie Boulevard to let their imaginations run wild. The festival will begin early Saturday morning, when participants can begin their chalk art masterpieces; they will need to be completed no later than early Saturday afternoon. Artists can compete as individuals or as a team of up to four (4) people. Businesses in Downtown Schenectady are encouraged to sponsor an artist or team to create a promotional square for their business. In addition to the chalk art, the festival will include live music, food, and a community area that will provide a unique atmosphere for the public to enjoy.

Participants will compete in two different age groups and will have an opportunity to compete in several categories.

In addition to first place, second place, and runner up prizes for each category, competitors will have an opportunity to win Best of Show. Also, the public will have an opportunity to vote for their favorite artist in the People's Choice Award. This makes a total of 18 winners possible.

Entry Form/Application Fee

Completely fill out the Entry Form. If you need more space, use the back of the form and/or an extra sheet of paper. Be sure to write your full name on any additional pages. A full color sketch or completed image of the artwork you would like to create during the festival must be submitted for approval with your entry form. You may choose to submit up to three (3) images for consideration. Chalk square space is limited; artists will be selected for the competition based on their creativity within the various categories, as well as to provide the event with a diversity of images. All images must be suitable for public viewing by all ages. Artists (including minors) must agree to the re-use of their artwork in any media. Artists (including minors) further grant *Chalk It Up! Downtown Schenectady* the use of the artists' name, biographical description, and likeness in any media.

Before you fill out the application, you **MUST** indicate whether you will compete as an individual or a team. Each person on your team must register separately and fill out the team name. Unregistered artists will not be allowed to chalk. **A \$25 application fee must accompany your entry form.** If you are not selected to compete in *Chalk It Up!*, your application fee will be returned to you.

Teams

Teams may include a maximum of four (4) people. Each team member must fill out a separate team registration form. Put the name of the each team member in the designated blanks. It also helps us keep track of all submissions if you give your team a name. Unregistered artists will not be allowed to chalk.

Categories

Artwork will be judged separately in the following categories. Prizes will be awarded to Adult and Student/Youth winners in each category.

Adult Categories (18+)

- * Original Art (Adult)
- * Masterpiece (Adult)
- * Best Business Sponsored (Adult)
- * People's Choice (Adult)

Student/Youth Categories (13-17 years)

- * Original Art (S/Y)
- * Fictional Character (S/Y)
- * People's Choice (S/Y)

* Best of Show (Overall)

- **Fictional Character:** Any type of recognizable cartoon. This includes, but is not limited to: Disney, Anime, Looney Toons, etc.
- **Original:** Artwork that is created by the competing artist. Must belong to the competitor and be their own design.
- **Masterpiece:** This is a recreation of a well-known artist's masterpiece (e.g. Van Gogh, Chagall, Kandinsky)
- **Best Business Sponsored:** This is the best design incorporating the sponsor's logo or business type and must incorporate the sponsor's name.
- **People's Choice:** All artists are automatically entered in this category. The community will be looking for the best of all the artwork in the competition.
- **Best of Show:** All artists are automatically entered in this category. The judges will be looking for the best of all the artwork in the competition.

Children and Adults Working Together:

Yes, this is allowed! Please note: If an adult does ANY chalking, the team MUST be registered in the ADULT category. Adults may watch their children or students, but they may not help them "fill in" or create any of the artwork.

Registration

On the day of the event, you must register before you can begin your drawing. Your application fee covers your drawing materials (chalk). You may begin your project once registered and the spaces are ready for you.

Registration on Saturday, August 8 (or the rain date of Sunday, August 9) will begin at 8am. Squares will not be ready for drawing until 9am. There will be a registration tent located in the Wolff's Biergarten parking lot (165 Erie Blvd.). All drawings must be completed by 1pm (this is when the judging starts).

Note: A tent is acceptable to give further protection against rain and sun during the creation of the drawing. The tent must be approved during registration before it is allowed in the festival area. All tents must be removed by 5:30pm on the day of the event.

Judges:

Judges will be determined prior to the festival. They will be unbiased local people consisting of downtown business owners, local artists, and/or members of the *Chalk It Up! Downtown Schenectady* Committee. Judging will take place beginning at 1pm. Cash awards will be presented at approximately 3:30pm in the Wolff's Biergarten parking lot. A group photo of the winners will follow.

Chalk:

The work must be completed using water-based, temporary chalk. Chalk will be furnished at registration. Chalk is, of course, water-soluble and is therefore not permanent. If you would like to bring your own, please do! It MUST be water-based, dry pastel chalk or temporary chalk and approved at registration. Oil-based media, fixatives, and all other permanent media are NOT allowed. After the festival ends, the drawings will soon wash away by the rain or with traffic. Make sure you take plenty of photos as these drawings will not stay forever outdoors.

Artwork:

Participants must have a copy of the original work posted next to artwork at festival.

Make all efforts to complete your drawing within the following time frame:

Saturday, August 8, between 9am — 1pm.

If you have any questions or concerns, contact:

Colleen Merays, Assistant Director

Downtown Schenectady Improvement Corporation

143 State Street

Schenectady, NY 12305

P: 518.377.9430

F: 518.377.9433

E: Colleen@downtownschenectady.com



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Entry Form

Please type or print clearly in black or blue ink (do not use pencil). Completely fill out the form down to and including the required signatures. If you need more space, use the back of this form and/or an extra sheet of paper. Be sure to write your full name on any additional pages. Turn in or mail to: DSIC, Attn: Chalk It Up Committee, 143 State Street, Schenectady, NY 12305. **Entry form & fee due July 3, 2015.**

\$25 Application Fee – Make checks payable to DSIC

Individual/Team Information:

Individual/Team Name: _____

List Team Members:

- | | |
|------------------|----------------|
| 1) _____ | _____ |
| Participant Name | Age (if minor) |
| 2) _____ | _____ |
| Participant Name | Age (if minor) |
| 3) _____ | _____ |
| Participant Name | Age (if minor) |
| 4) _____ | _____ |
| Participant Name | Age (if minor) |

(Each team member must fill out a separate registration form. Put the names of the other team members in the designated blanks.
Unregistered artists will not be allowed to chalk.)

Category (see guidelines for descriptions):

Adult Categories (18+)

- ☐ Original Art (Adult)
- ☐ Masterpiece (Adult)
- ☐ Best Business Sponsored (Adult)

Student/Youth Categories (13-17 years)

- ☐ Original Art (S/Y)
- ☐ Fictional Character (S/Y)

Full Color Artwork/Sketch submitted:

Sketch Concept: _____

Artist Information:

Full Name: _____ Age (if minor): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Other Phone: _____

Email: _____

The undersigned acknowledges that the Downtown Schenectady Improvement Corp. (DSIC) is entitled to photograph and reproduce the art by the listed artist(s) in any manner and that the artist(s) has no ownership rights to the photo and/or reproductions of the art image in any form. The undersigned further gives permission to take and use photographs of the artist for promotional purposes.

Signature of Participant or Parent/Guardian (if minors)