



Dear Artists and Art Professors,

As many of you may know, Riverside Arts Walk is a monthly cultural event that showcases talented artists from all over the Inland region in various mediums of art, every first Thursday of the month in historic downtown Riverside. As a result of your participation, the event has seen tremendous growth since its launch. We will be celebrating its 10th anniversary in 2012.

The Riverside Cultural Consortium is the coordinator of Riverside Arts Walk, under the umbrella of the Riverside Arts Council. We are looking to rebrand this signature event with a new logo. A logo re-design contest open to all artistic individuals is currently underway and we invite you or your students to enter. The **deadline to submit entries** is **January 27, 2012** and attached is an entry form outlining the contest guidelines and criteria.

The Marketing Committee of the Riverside Cultural Consortium will select the winner. The new logo and finalist of the Riverside Arts Walk contest will be unveiled at a special 10th Anniversary Celebration event on Thursday, March 1, 2012 during Arts Walk (*location to be announced*). This is an excellent opportunity to be a part of one of the City of Riverside's signature cultural events.

We are excited about this contest and look forward to you or your students' participation. Events such as Arts Walk bring arts and culture to the forefront through visual art, music, dance, literary, theatre and culinary arts to celebrate the City of Riverside as the '*City of Arts & Innovation*'.

Best regards,

Patricia Korzec

Patricia Korzec
Chair, Cultural Consortium

Patrick Brien

Patrick Brien
Riverside Arts Council

Natasha Ferguson

Natasha Ferguson
Marketing Chair, Cultural Consortium

Enclosures



Riverside Arts Walk Logo Design Contest

CONTEST OVERVIEW

A call for entries to design a new logo for the award winning cultural community event 'Riverside Arts Walk First Thursdays' is going out to all artists, students and creative individuals. Arts Walk covers a broad spectrum each month in various mediums including but not limited to visual art, music, dance, literary, theatre and culinary.

CONTEST CRITERIA

Eligibility:	Open to all individuals and local artists residing in the Inland Empire
Contest:	The finalist will be selected by the Marketing Committee of the Riverside Cultural Consortium in early February. The winner will be unveiled at the March 1, 2012 Arts Walk at a special ceremony (<i>location and details to be announced</i>).
Acceptable Media:	1) High Resolution Digital Art (at least 300 dpi) in the following formats: • EPS • PDF • JPG Specifications: Entries must be <i>original logo design work</i> . Only one entry per person allowed. (Art is not returnable)
Submission:	Email entries to: CulturalConsortium@gmail.com . Subject line should read, "Arts Walk Logo Design Contest" . Or mail a disk with the art to: Riverside Cultural Consortium, c/o Riverside Community Arts Association, 3870 Lemon Street, Riverside, CA 92501.
Entry Deadline:	Friday, January 27, 2012
Contest Jurors:	Riverside Cultural Consortium Marketing Committee
Prize:	Variety Pack of Tickets (<i>ballet, opera, theater</i>) & a Certificate <u>VALUE - \$1,000</u>
Timeline:	CONTEST ENTRY DEADLINE - January 27, 2012 Winner announced March 1, 2012 at special ceremony during Arts Walk
Info:	Web: www.RiversideCulturalConsortium.org Email: CulturalConsortium@gmail.com

HISTORY OF ARTS WALK

Riverside Arts Walk was launched in 2002 and is a yearly event that takes place *every first Thursday* of each month to celebrate the diversity of arts and culture in the Inland Empire. The founders of this community event are two well-known local artists: Cosme Cordova, owner of Division 9 Gallery and Mark Schooley, director of Riverside Community Arts Association. Currently there are over 20 venues with a mix of art galleries, studios and museums who participant in Arts Walk each month. Arts Walk features exhibits in various mediums including special performances, poetry, theater, hands-on art activities and more. Riverside Arts Walk is hosted by the Riverside Cultural Consortium, sponsored by the City of Riverside, Riverside Downtown Partnership and Riverside Arts Council.

Riverside Cultural Consortium c/o RCAA
3870 Lemon Street, Riverside CA 92501 | 951.682.6737 | Email: CulturalConsortium@gmail.com

Riverside Cultural Consortium Chair-Patricia Korzec
Riverside Arts Walk Chair – Mark Schooley
Riverside Cultural Consortium Marketing Chair – Natasha Ferguson



The Riverside Cultural Consortium is a collaboration of community organizations working together to raise the profile of arts and culture in Riverside through shared resources, networking and joint programming

RIVERSIDE ARTS WALK FIRST THURSDAYS LOGO DESIGN CONTEST ENTRY FORM

AGREEMENT

Artwork must be original work. All entries are the property of the Riverside Cultural Consortium (c/o Riverside Arts Council). By signing this Agreement, you are also hereby transferring to Riverside Cultural Consortium (c/o Riverside Arts Council) any ownership interest you may have in the artwork, including but not limited to any copyright or other intellectual property ownership you may have to the artwork. By signing this Agreement (on the entry form provided below) you are hereby agreeing that if your artwork is selected, it may be used in publicity and material promoting the Riverside Arts Walk cultural event.

Name: _____ County: _____

Mailing Address: _____

City, State Zip: _____

Phone: (_____) _____ Age: _____

School Name: _____

Organization Email: _____ Website: _____

Artist Signature: _____

Date: _____

Artist Name (Print) _____

IF UNDER 18

Signature, parent name and contact phone number:

Parent Signature _____

Date: _____

Parent Name (Print) _____

Email: _____

(_____)
Parent Telephone Number

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