

2024 Banners on Parade

CALL TO ARTISTS



You are invited to participate in the 20th annual Banners on Parade!

This community art project enables accepted artists to display their work on Main Street in Placerville for several months during the summer and bring great joy to locals and visitors.

Applying

Part 1

Open to all artists

- 16 years & older
- Resident of CA
- Original work
- 1 banner per person or group

BOP Committee Review

- Chosen applicants notified by BOP Committee after review
- Chosen applicants paint on 30" x 60" canvas banners

Theme

- 2024 Theme for BOP is "Seasonal Splendor"
- Applicants encouraged to stick to theme

Entry is open to all artists (individuals, groups, clubs, associations) 16 years or older who are residents of California. The work must be original and not shown previously in Banners on Parade (BOP). Only one banner can be submitted per person, group, club, association, etc.

Images of Hope's BOP committee will select entries from the submitted applications. Applicants will be notified by the BOP committee and decisions are final. Chosen applicants will receive 30" x 60" canvas banners and paint their submitted design on those banners.

The 2024 theme for the banners is "Seasonal Splendor". We encourage artists to stick to the theme. For the theme, think of things that show the seasons. Some examples: new growth in the spring, flowers/wildflowers in summer, fall colors, snow on trees in the mountains.

Applying

Part 2

Title of banner 30 characters or less

Fill in application

- Fill in pages 1 & 2
- Create color drawing of your design on page 3
- Make copy of the application for yourself

Send Application

- Include application fee of \$30
- Send to address listed in the application
- Call if questions

The title of your banner should be 30 characters or less.

Fill in pages 1 and 2 of the application completely! It is most important that we are able to get in touch with you by phone and email. Create a color drawing of your design on page 3 with as much detail as possible. Make sure you create your drawing in color—no black and white drawings. Make a copy of your entire application for your files.

Send the application (pages 1, 2, and 3) along with the entry fee of \$30 made out to *Images of Hope* to Paige Vansickle, 431 Turn Pike Road, Folsom CA 95630. Call Paige with any questions at 916-985-8996.

Guidelines for Painting

Part 1

Banner has primer on both sides

- Front (blank) side is for your design
- Back has *Images of Hope El Dorado* logo

Painting the banner

- Use artist-grade acrylic paints
- Paint your design on the front, make sure your design is right-side up
- Paint to the edges
- Use thin layers
- Sign the front on lower-right above seam
- We like to have artists paint the back of the banner also, but leave the IOH logo visible

The provided 30" x 60" banners has primer on both sides. The front (blank side) is for your original art design; the back has the *Images of Hope El Dorado* logo.

Before you paint, ensure that the banner is top-side up—turn the banner over and make sure the logo is at the top—you want to make sure that you don't paint your design upside down! Use artist-grade acrylic paints only and paint your submitted design on the blank front side. Make sure to paint to the upper and lower edges past the seams! Use thin layers of acrylic paint—acrylic paint on the flexible canvas surface may crack after it dries if the paint is too thick!

We also would like you to paint the backs of the banners. If you do, make sure the *Images of Hope* logo remains visible. Some artists continue the theme to the back of the banner, others paint a completely different design on the back. Also, painting the back of the banner first gives you a feel for painting the canvas.

Sign the banner after completion on the front lower-right corner above the sewn seam. When you are done painting the front, we encourage you to paint the back; some past artists have, for example, continued their front design's theme on the back of the banner—this is just a suggestion.

Guidelines for Painting

Part 2

Do not do's!

- Don't make holes in or pierce the banner
- Don't attach objects to banner
- Don't use words in your design or on the back
- Don't use obscene, commercial, religious, or political text or graphics in your design

Coat finished banner with varnish

- Banner will be on display outside for 5 months
- After paint is completely dry, seal **entire** banner (front AND back), especially seams & edges
- Apply minimum of 2 coats of UV protective sealer/varnish (example: Golden Polymer Varnish with UVLS)

Some caveats for your design:

- Don't punch holes in or pierce the canvas
- Don't attach objects to the banner
- Don't use words in your design on the front of the banner or on the back of the banner
- Don't use obscene graphics or commercial/religious/political advertising.

The Banners on Parade Committee has and will reject applications that don't pay attention to these "Don't's"!

Make sure to allow the acrylic paint to completely dry, then—and this is VERY important—**seal the entire banner**: both the front side with your design and the back side (painted or not) plus the seams and the edges. Apply a minimum of 2 coats of UV protective sealer/varnish (one example is Golden Polymer Varnish with UVLS).

We cannot emphasize enough how important it is to completely seal your banner! The banners hang on the street for 5 months and then possibly for years at someone's house (maybe outside).

Past Issues

Paint applied too thick

Not enough varnish used

Backs painted upside down

No signature

Titles too long (> 30 characters)

Over the past 19 years that 499 banners for Banners on Parade have been painted, we have seen several issues.

- Several banners have had the paint applied too thick and after hanging and flexing for five months on the light poles downtown, the paint has cracked and flaked off the banner; in a few instances, the paint cracked and flaked right when we received the banners (they were returned to the artists to fix!)
- Sometimes artists run out of time and do not pay attention to coating their banners with at least 2 coats of varnish. The paint fades and sometimes flakes off the banner, especially around the seams. Make sure you leave enough time to varnish both sides of the banner (plus edges) and for the varnish to dry before you turn it in!
- A couple times, people painted their design on the front side of the banner but did not pay attention to the back side. When they turned it over to paint the back, the back was upside down when compared to the front side! Don't let this happen to you! That's another reason to paint the backside first!
- Please remember to sign your banner (front, lower-right, above the seam)!
- We like the titles to be less than 30 characters because of limitations of the text in our brochures and on the Keepsakes. Please make sure that the combination of letters, numbers, and spaces is 30 characters or less!

Awards

People's Choice

First, Second, Third

3 Honorable Mentions

Geoff Boyd Memorial Award

Marianne Kalem Legacy Award

We will have judging of the banners prior to the Images of Hope El Dorado Garden Party in the Orchard. Awards are:

- **People's Choice** – \$50
- **First Place** – \$100 (also appears on cover of brochure and has prime location)
- **Second Place** – \$50
- **Third Place** – \$25
- **3 Honorable Mentions**

Geoff Boyd Memorial Award: An anonymous donor chooses a banner that they like and gives an award of \$250 to that artist in memory of one of our BOP Committee members, Geoff Boyd, who passed away in 2011. In addition, the anonymous donor chooses a back of one of the banners that they like and gives an award of \$50 to that artist in memory of Geoff Boyd. These awards is usually given around the time of the auction.

Marianne Kalem Legacy Award: the family of one of our early and long-time committee members and banner artists gives an award of \$250 to a banner artist chosen by them. Marianne Kalem was one of our founding Banners on Parade committee members and a long-time BOP artist who passed away in 2018. This award is usually given around the time of the auction.

Display of Banners

Banners on Main June–October

Banner images will be on a website, social media, a brochure, and Keepsakes

First Place at entrance to town & on the cover of the brochure

Banners will be displayed on light poles along Main Street during the months of June through October.

Images of the banners will be displayed on the website (placervilleartonparade.org), on social media, in a “Walking Tour” brochure available at Placerville’s downtown merchants and online. The banner images will also be available for purchase in the form of “Keepsakes”: bookmarks, magnets, post cards, coffee cups, and posters.

The First-Place winner will be located on the light pole on the corner of Sacramento Street and Main Street at the west entrance to Placerville. It will also be on the cover of the “Walking Tour” brochure.

Banner Auction

Banners will be auctioned off in
online auction in October

Funds raised helps fund future
Banners on Parade events

We will have an online auction of the banners in late October. It will last for about 10 days, after which the banners will be taken down and distributed to the winners of the auction.

The funds raised from the online auction will go towards funding Banners on Parade in future years.

Feb 1	2024 Call to Artists & Application available	Jun 3-Jun 30	Prepare images & text for <i>Walking Tour</i> brochure & website
Feb 29	Application deadline—Artists need to submit applications to BOP by this date	Jun 5-Jun 9	Banners installed along Main Street Placerville
Mar 1-Mar 5	BOP Committee reviews applications	Jun 9-Oct 25	Banners displayed on Main Street
Mar 6	Accepted artists notified via phone	Jul 1	<i>Walking Tour</i> brochure available
Mar 8-Mar 13	Accepted artists pick up their canvas banners	Jul 1-Sep 30	Banners on Parade Keepsakes ordering during this time
Mar 13-May 22	Artists paint their banners	Sep 30	Deadline for Keepsake orders
May 18-May 22	Completed banners deadline—artists turn in their banners during this window by May 22	Oct 15-25	Banners online auction
May 23-May 31	Photos of banners taken	Oct 26-31	Banners removed from Main Street
May 31	Judging of banners	Nov 1-15	Keepsakes available for pickup
Jun 1	Premiere of banners at Images of Hope El Dorado <i>Garden Party in the Orchard</i>	Nov 1-15	Banners distributed to auction winners

Timeline

2024 Banners on Parade

Banners on Parade is almost a year-long project. The BOP committee:

- Starts in January revising the Call to Artists and Application & orders the blank canvas banners with the IOH logo on the back
- Processes the applications
- Monitors progress of the artists as they paint their banners and collects the finished banners
- Takes photos of the banners for Keepsakes, brochure, website, social media
- Gets the finished banners ready for judging and viewing at the *Images of Hope El Dorado Garden Party in the Orchard*
- Gets the banners mounted for display on the light poles on Main Street
- Makes available the Walking Tour brochure
- Accepts orders for the Keepsakes, then prepares and distributes the Keepsakes
- Facilitates the online auction
- Distributes the banners to auction winners



Images of Hope El Dorado

Banners on Parade

Enter the 2024 Banners on Parade today!

PlacervilleArtonParade.org
ImagesofHopeElDorado.org
Contact us at PlacervilleArtonParade@gmail.com