



Call to Artists – Building a Better Boyertown Mural Competition

Contest Summary:

Building a Better Boyertown (BaBB) is sponsoring a mural design competition for a cash prize. We are seeking artists to submit a **design only** for a public mural competition. Building a Better Boyertown’s Mural Committee will vote and select the top three designs. The three designs will be open to public voting through BaBB’s website. Cash prizes for the top three designs will be awarded (\$500 first place, \$200 second place, \$100 third place). The winning design will be painted by a contracted professional mural painter.

Mural Theme:

We are seeking a design that will express an overall positive message of some or all of the following themes: unity, peace, hope, love, kindness, community, and/or that Boyertown is a welcoming place for all people. The design should not contain references to businesses, people, recognizable names, and should not contain any copyrighted material or icons, etc.

Mural Location:

Rita’s Water Ice building, 309 E. Philadelphia Avenue, Boyertown, PA 19512 (on the wall facing Franklin Street). The wall is approximately 17 feet high by 35 feet wide.

Project Timeline:

- Call to Artists: May 2, 2023– June 9, 2023
- Committee Review: week of June 12, 2023
- Public voting begins: week of June 12, 2023
- Winner announced: June 22, 2023
- Mural installation: estimated by end of September 2023

Contest Requirements & Eligibility:

- Open to student, amateur or professional artists ages 15 and up (proof of age & guardian approval required if under 18).
- The artist’s scope of work is for mural design only. The painting of the mural is contracted through professional mural painter.
- Only original art is accepted. Any digital photo submissions must be a minimum of 300 DPI resolution.
- Artificial intelligence digitally rendered art will NOT be accepted.
- Artwork must be submitted either electronically (digital photo of work) or original artwork no smaller than 8.5” x 11” and no larger than 18” x 24.”
- The wall where the mural will be installed is approximately 17 feet high x 35 feet wide. The submitted design should be proportional to this.
- Original art will be returned to the owner. Please include a self-addressed stamped envelope for returns.

Selection Process: The BaBB Mural Committee is comprised of BaBB staff, BaBB board members, community members, local community group representatives and local students. The committee will review all



submissions, narrowing them down to a select few that best fit our goals for the mural's theme. The committee will vote, deciding on three semi-finalists. The three semi-finalists' designs will be put on display through various social media channels with a hyperlink to the Building a Better Boyertown's website for public voting. Once the voting is closed, the winner will be announced the week of June 22, 2023

Submissions:

Please fill out the registration form, sign the artist release form and include it with your design submission delivered or post marked on or before: June 9, 2023. **Please put your name on the back of your artwork.**

Questions? Contact: Ellen Martignetti, Main Street Manager of Building a Better Boyertown

Email: manager@boyertownpa.org

Phone: 610-369-3054 Monday – Friday 9am-5pm (does not receive text messages)

Building a Better Boyertown is a 501(c)(3) non-profit and an accredited Main Street America program.

Building a Better Boyertown's Mission Statement:

To preserve Boyertown's artistic, historical, and agricultural heritage by providing the Boyertown Community with physical improvements, unique opportunities and social interaction for businesses, residents, and visitors alike.

Building a Better Boyertown's Vision Statement:

Boyertown is a welcoming, vibrant, and engaging community for people from all walks of life. We cherish and support its history, arts, businesses, retail, agriculture and offer an unparalleled tourist experience.

CHECKLIST FOR DESIGN CONSIDERATION:

1. Original artwork with your name on the back.
2. Completed & signed registration form.
3. Completed & signed artist release form.



Registration Form – Building a Better Boyertown Mural Competition 2023

DEADLINE: submitted electronically, dropped off, or postmarked by June 9, 2023

Name: _____

Age: _____ parent signature if under 18: _____

Contact Phone: _____

Email address: _____

*Mailing address: _____

Briefly describe your design and interest in this project:

Mailed Submissions: Building a Better Boyertown
Attn: Ellen Martignetti
3 East Philadelphia Avenue
Boyertown, PA 19512

In Person Submissions: During business hours Monday-Friday 9:00am – 5:00pm at the address above.
Business phone number: 610-369-3054 (does not accept text messages)

Electronic Submissions: manager@boyertownpa.org (Ellen Martignetti, Main Street Manager)

*For return of hardcopy materials, please indicate if you will pick up or send a self-addressed, stamped envelope along with your registration. Please make us aware of any mailed submissions via phone or email.

I have read and understand the Building a Better Boyertown Mural Competition Call to Artists
Signature _____ Date: _____



ARTIST RELEASE FORM

This will confirm that as a contest entrant to create a mural design for Building a Better Boyertown, hereinafter “BABB”, I have and hereby assign and transfer forever to BABB, all of my rights, title and interest in and to the original art I submit with my entry, including, without limitation, the copyright therein and/or the right to federally register the copyright therein, and any and all renewals and extensions of any such copyright, in the United States and every other country in the world, should my artwork be selected as the contest winner.

I hereby warrant that I am the sole owner of my art entry, it is my original work, that it has never been published, and that I have no contractual or other arrangements which would interfere with or prevent the above-mentioned assignment or transfer of all my right, title, and interest in said material. I represent that the individual named below is the sole artist to the aforesaid original work which I have furnished hereunder, and I understand that I will retain the right to use the aforementioned work for self-promotion purposes.

I also agree to indemnify and hold BABB harmless, and their respective directors, officers, committee members, agents and employees and assigns, against and from any and all claims, liability, loss and damage, including reasonable attorney’s fees, caused by or arising wholly or in part, directly out of my inability to prove the validity of what is stated above and to defend at my expense any litigation instituted by others against any of them resulting therefrom.

Date: _____ Artist Name: _____

Address: _____

Email: _____

Phone: _____

Artist Signature: _____

Parent/Guardian: _____

(If Artist is under 18, proof of age required)