

Call to Artists:

Art Reach has partnered with the Charter Township of Union to select an Isabella County based artist who will create artwork to display at the McDonald Park Fitness Court, to be located near the Pickard Road entrance to the park west of S. Lincoln Road. A \$5,000 Artist Grant Award will be provided to the selected artist(s). The selected artwork will be digitally rendered in vinyl and applied to the fitness station walls, which will also include a space to highlight the winning artist(s). Original artwork can be of any medium and must adhere to the specified dimensions and be submitted in a high-resolution digital format as outlined by the NFC. Artwork that focuses on themes referencing local heritage (such as McDonald Park's location within the Saginaw Chippewa Indian Reservation) or recreation amenities at the park (such as youth baseball and softball) are encouraged.

The deadline to submit proposals is 3:00pm Eastern Time on Monday, April 10, 2023. Applications must be submitted by emailing the following to Kim Bigard, kbigard@artreachcenter.org: name, birthdate, physical address (NO P.O. Box), phone number, and high-resolution image(s) of completed design in .JPG or .PNG format.

Questions can also be directed to Rodney Nanney, Union Township Community and Economic Development Director, at (989) 772-4600, extension 232.

Please see the following National Fitness Campaign guidelines for additional submission requirements:



★ EST. 1979 ★
NATIONAL FITNESS CAMPAIGN
 FITNESS COURT

LOCAL ARTIST SERIES GUIDELINES
 NATIONAL FITNESS CAMPAIGN



NFC LOCAL ARTIST SERIES GUIDELINES

GUIDELINES

- Selected artwork must match/incorporate city selected Fitness Court® powder coated RAL color.
- Final art submission must be in a digital format, high resolution. Final art to be created after artist selection confirmed.
- Artist must be 14+ years old and provide a W-9.
- NFC reserves the right to approve or reject any artist/design or make suggestions on final art.
- If applicable, NFC's national/state-wide sponsors reserve the right to review final artwork submissions. Logo may be represented on back all alongside of artwork.
- Artwork must follow NFC brand standards which include but are not limited to:
 - *Can not reference playgrounds or young children (for safety purposes)*
 - *Can not condone violence or disturb the peace*
 - *Does not serve as an advertisement for any brand or business*
 - *Can not reference any fitness equipment that is not a part of the Fitness Court (weights, treadmills, etc.)*
- Selected artist will collaborate with NFC to fit artwork within Fitness Court® design templates and standards.
- Artist Grant Award will be mailed once Fitness Court® artwork is fully installed.
- NFC reserves the right to share press & promotions of artwork and promote Fitness Court® renderings or final install images on NFC's website, social media channels, marketing collateral, and as an example to other campaign partners. NFC reserves the right to print and/or reprint artist artwork onto Fitness Court® vinyl for application at selected and predetermined Fitness Court® site location. NFC will not reuse artist designs for any other Fitness Court® site location without the artist's permission.
- Artist may be invited to launch event/ribbon cutting by city/partner to promote art. Artist must coordinate with city on launch date if required to attend.

SELECTED ARTIST TO PROVIDE

- High resolution digital files of artwork for back and front wall
- Vector or high-resolution version of artist's signature to be featured on back wall in bottom left corner.
- Name/title of artwork to be featured on side panel wall
- 3-5 sentence artist bio to be featured on side panel wall
- High-resolution portrait of artist (200+ dpi, 9.5" x 9.5") to be featured on side panel wall
- Completed W-9 for grant allocation
- Address for grant check to be sent
- Social Media handles and/or personal website for promotion to be featured on NFC's website: <https://nationalfitnesscampaign.com/public-art>

Artwork Sizes (see template on next page)

- Back wall: 384"w x 85.75"h (32' x ~7')
- Front wall windows:
 - Window 1 (far left): 34.5"w x 32.5"h (2'10.5"w x 2'8.5"h)
 - Window 2: 33.5"w x 32.5"h (2'9.5"w x 2'8.5"h)
 - Window 3: 48.75"w x 32.5"h (4'0.75"w x 2'8.5"h)
 - Window 4 (far right): 77.75"w x 32.5"h (6'5.75"w x 2'8.5"h)

Accepted File Types

- Adobe Illustrator (ai)
- Adobe PDF (pdf)
- Illustrator EPS (eps)
- Scalable Vector Graphic (svg)
- PSD, JPG or other rasterized graphics, needs to be the exact dimensions above at at least 200 dpi, preferably 300

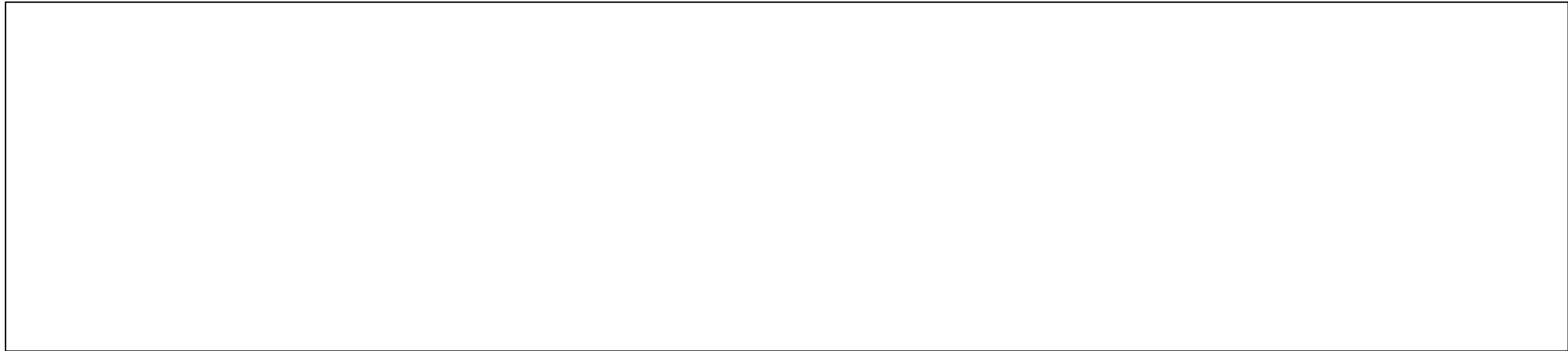
*Illustrator template available upon request.



LOCAL ARTIST FITNESS COURT® TEMPLATE

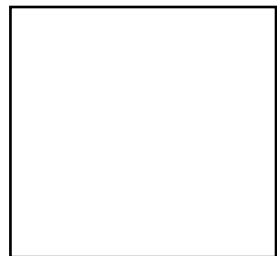
appropriate/best file types: Adobe Illustrator (ai), Adobe PDF (pdf), Illustrator EPS (eps), or Scalable Vector Graphic (svg)
if psd, jpg or other rasterized graphics, needs to be the exact dimensions above at at least 200 dpi, preferably 300

Rear Wall 384"w x 85.75"h

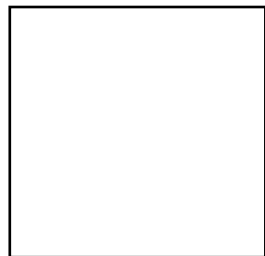


Front Wall

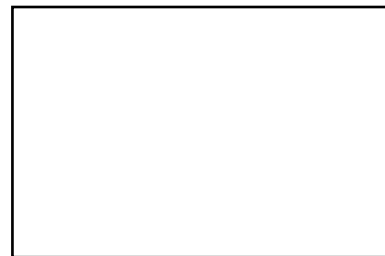
Window 1
34.5"w x 32.5"h



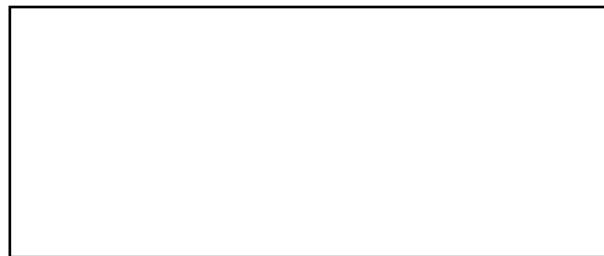
Window 2
33.5"w x 32.5"h



Window 3
48.75"w x 32.5"h



Window 4
77.75"w x 32.5"h



Example Artwork



Example Artwork



Example Artwork



*Designs of front and rear may be the same, if not they must match overall theme of design.



SIDE WALL PANEL - ARTIST PROFILE

Both side wall panels will have a space where the artist will be highlighted. It includes a portrait of the artist, the artist's signature, the name of the artwork and a short bio of the artist.



Close up of installed side wall panel



Artist at ribbon cutting receiving Artist Grant Award



Installed side wall panel



Side wall panel - print preview

