



CALL FOR ENTRIES

Grand Teton Music Festival's 60th Anniversary Season Campaign Art

Overview

New Thought Digital Agency is requesting entries on behalf of its client, the Grand Teton Music Festival.

For seven weeks each summer, the Grand Teton Music Festival unites over 200 musicians from the nation's top orchestras to perform under the baton of renowned Music Director Sir Donald Runnicles. 2021 marks the 60th anniversary season of the Grand Teton Music Festival (GTMF), and to commemorate the occasion, GTMF is sourcing images of the Tetons for use as its primary campaign art.

Serving as GTMF's agency of record, New Thought Digital Agency is seeking submissions of applicable artwork in congruence with the outlined terms.

Scope

Artwork Requirements

GTMF has outlined the following parameters for artwork selection and submission:

- The art must be two dimensional in format. Photography and painting are the preferred media, though works of other media, or mixed media works, may be considered as well;
- In efforts of reaching maximum quality in digital and print reproductions, impasto must be limited;
- Iconic depictions of the Tetons are the required subject matter. Works should not contain people, though the inclusion of wildlife is permissible. Please do not submit photographs of the Snake River Overlook;
- Since GTMF is primarily a summer festival, works should feel bright, warm, and summery in tone; do not include any winter or stormy images;
- Works should be more traditional in terms of artistic style. Though the artwork does not need to be photo-realistic, the work should not be overly abstract or modern in style;
- Works from local and regional artists are preferred, though national artists will be considered as well.



Licensing and Usage

The client seeks an open and unlimited licensing agreement for a term of one year. Selected artwork will appear most prominently on the cover of the season program book, as well as in a myriad of other marketing applications.

These applications may include, but are not limited to: digital and printed advertisements or promotional materials, spanning from local to national and international distribution; internal and external collateral and communications, including email newsletters, direct mailings, annual reports, brochures, tearsheets, and handouts; on the GTMF website and in any applicable landing pages, social media accounts, or web directories.

New Thought also seeks usage to include the digital editing, alteration, and manipulation of artwork which may include, but may not be limited to slight adjustments made to color, reframing, cropping, transposing, or the overlaying of type. Please note: these alterations will not be implemented as a measure for improving upon the artwork, but rather, as a tool to adapt the artwork to various applications across GTMF's multi-media channels.

Delivery of Imagery and Assets

The Grand Teton Music Festival Board of Directors will make the final image selection at its December 11th board meeting. The artist and/or the representative gallery will need to provide ultra-high-resolution scans (with a recommended DPI of at least 600) of the selected imagery by December 31st, 2020.

Artist Compensation

GTMF wishes to negotiate final compensation with the selected artist and/or the representative gallery directly.

In addition, the artist and the representative gallery will receive credit in all instances where appropriate, garnering valuable exposure amongst GTMF's highly motivated and captivated audiences. With an average annual attendance of over 16,000 and a mailing list of over 15,000, GTMF offers the artist and gallery direct access to its high-end clientele.

Contact and Submission

Please direct inquiries and submissions to Brittany Laughlin, Creative Director, New Thought Digital Agency (brittany@newthoughtdigital.com). Entries should be submitted by **Friday, November 20th, 2020 at 5PM.**