



Uptown Arts Presents Banners on the Boulevard



INSTRUCTIONS TO ARTIST

CONTENT:

Street Banners are unique - they are used in the public right-of-way to promote cultural activities such as the creative arts. Therefore, do not include commercial, religious or political "advertising". Themes relating to North Sacramento history, Sacramento valley scenes, or the arts in all its forms are suggested but not required.

BANNER:

The canvas banner is provided to you free of charge (a refundable deposit is required) . It has been prepared with primer on both sides - one blank for your original art, and the other pre-imprinted with the sponsor logo. Paint on the blank side of the banner. It has been primed especially as the base for your artwork. Please paint right down to the lower edge and up to the upper edge - do not stop at the hem stitching (for rod-pocket insertion for hanging).

THIS SIDE UP

Please ensure the banner is top side up (turn the banner over to make sure that the logo pre-imprinted on the opposite non-art side is not upside down) before you paint. Also, please do not alter banner in any way - cutting, changing or modifying the shape and size - they are designed specifically to hang on our poles.

PAINTS:

Use acrylic paints only - provided by each artist.. Make sure they are dry before sealing.

SEALER:

Your artwork **MUST** be sealed, as it will be displayed outside and exposed to the elements for several months. Please use a UV protective sealer/varnish to protect your image so that it looks best when it goes to auction. Use UVLS gloss - one brand suggestion is Golden Brands polymer varnish which is available at Art Stores.

DRYING:

Allow **AMPLE** time for your banner to thoroughly dry before you submit it.

OTHER:

- Do not cut, pierce or make dye-cuts, holes or slits in banner
- Do not use appliques or attach foreign objects (jewels, sequins, bark, feathers, dried plants and flowers etc.)
- **KEEP IT CLEAN** - please ensure that the opposite side of the banner (logo side) is protected on your work table/easel from any paint smudges, etc.

ROLL THE BANNER

When dry, loosely roll the banner from top to bottom for submission. **DO NOT FOLD!!!** Wrap with paper and tape closed.

SIGNATURE/AUTHENTICATION

Please sign your name in the lower right hand corner of the banner - on the artist's side. This will make it more collectible, as well as identify it as your work.

Thank you for your participation!

