

2024 ART FAIR ON THE SQUARE

EVENT INFORMATION / ENTERTAINER APPLICATION



Now in its 66th year, the Madison Museum of Contemporary Art's Art Fair on the Square brings together visitors from the greater Madison metro area and throughout the Midwest. It's one of the city's largest annual events, typically attracting **150,000-200,000 fairgoers**. Art Fair on the Square is a **unique opportunity** to connect with thousands of potential customers! We hope you'll apply to be part of our signature event, the Art Fair on the Square.

By participating in Art Fair on the Square, you're helping the Madison Museum of Contemporary Art offer free admission to tens of thousands of visitors annually, and to provide art education programs for area children. Support the arts and enjoy one of Madison's favorite summertime traditions by applying to join us at Art Fair on the Square!

Questions? Contact:

artfair@mmoca.org

608.338.1328 x273

227 State Street, Madison, WI 53703

ENTERTAINER INFORMATION

The Madison Museum of Contemporary Art (MMoCA) will present the 66th annual Art Fair on the Square on July 13 & 14, 2024. Read the following information carefully before applying.

Application Process

To be considered, submit the application (and a photo if applying for the first time).

Option A: Online

Step 1: Submit the online application at <https://forms.gle/q6qTQeRXCpcX9n7P9>

Option B: By Mail

Submit the paper application (p.3-4 below)
Mail to: MMoCA, ATTN: Art Fair, 227 State St,
Madison, WI 53703)

Location, Dates, and Times

The fair takes place on city streets surrounding Wisconsin's State Capitol Building in Madison, WI. Entertainers will be assigned to one of three stages during the event. The event times are as follows:

Saturday, July 13: 9 am - 6 pm
Sunday, July 14: 10 am - 5 pm

Evaluation Criteria

Your application will be evaluated based on:

- Crowd interaction & engagement
- Suitability for all ages
- Past Art Fair and other event experience.

MMoCA Cancellation Policy

If MMoCA finds it necessary or is legally obligated to cancel the 2024 Art Fair on the Square at any point due to any of the following causes, to the extent beyond its reasonable control: Acts of God, accident, riots, war, terrorist act, epidemic, pandemic, public health crises, quarantine, civil commotion or unrest, natural catastrophes, governmental acts or omissions, changes in laws or regulations, national strikes, fire, explosion, forced evacuation, or sudden lack of availability of event site.

Merchandise Sales

MMoCA allows the collection of donations as well as the sale of items to promote your

group/music/organization such as CDs, T-shirts, etc. This is permissible during, and up to 15 minutes before & after, your performance

Food and Beverages

MMoCA does not have their own concessions and does not offer food & beverage coupons to entertainers for Art Fair on the Square performances.

Animals and Pets

In 2010 the Madison Common Council banned dogs, cats and all other animals from Madison's major street events, including Art Fair on the Square.

Security

Though the fairgrounds will be monitored by security and off-duty police officers, entertainers are responsible for securing all of their materials.

State Capitol Building Driveways

Entertainers may not park vehicles or trailers in the driveways of the State Capitol Building.

Stage Assignments

Per the permit granted by the Capitol Police, performers are only allowed to perform in specific places on the Capitol grounds. MMoCA will try to honor requests, but please understand that electricity requirements and construction restrictions, etc., impact entertainer placement.

ENTERTAINER APPLICATION

Complete and submit both sides of this application along with a photo. For best consideration, apply by April 7th, 2024.

General Information – Please print clearly

Name of Performance/Group:

Name of Person Completing Application:

Phone:

Owner/Primary Contact Person (circle):

Phone:

Name of Lead Person Who Will Be at the Fair:

Phone:

Mailing Address:

City, State, Zip:

Fax:

Email Address:

Website URL:

Performance Description - Include details such as the format, length/type of performance, and type of music (Jazz, Rock, Blues, Dance, Etc.)

Instrumentation (Guitar, Drums, Ukulele, etc.)

Previous Event Experience

Have you participated in the Art Fair on the Square in the past? Yes No

If yes, please state the last time you participated:

Under what name(s) did you participate in the event: (please list business names and contacts)

Website and Social Media Links

Facebook:

Instagram:

YouTube:

Soundcloud:

Other:

Did you want to receive an honorarium payment after the fair? circle one

Yes, individual performance \$125 Yes, group performance \$250 No I would like to donate my time

Performance Times/Requests

Please indicate your first, second and third choice for start times for each day below:

Date		Start Times			
Saturday, July 13th 2024	In the box(es) to the right write: '1', '2', or '3' under the start time you prefer. If you cannot perform on this day, write 'CANNOT PERFORM' in the box(es)	11:00 AM	12:30 PM	2:00 PM	3:30 PM
Date		Start Times			
Sunday, July 14th 2024	In the box(es) to the right write: '1', '2', or '3' under the start time you prefer. If you cannot perform on this day, write 'CANNOT PERFORM' in the box(es)	11:30 AM	1:00 PM	2:30 PM	

*** Read and check the following statements or we cannot consider your application ***

_____ I understand that MMoCA allows the collection of donations as well as the sale of items to promote my group/music/organization such as CDs, T-shirts, etc. This is permissible during, and up to 15 minutes before & after, my performance.

_____ I understand that MMoCA does not have their own concessions and does not offer food & beverage coupons to entertainers for Art Fair on the Square performances.

_____ I understand that for best consideration applications must be received by Sunday, April 7th, 2024.

Signature _____ Date _____

MAIL TO: MMoCA, ATTN: Art Fair Entertainer, 227 State St., Madison, WI 53703