



130 E. Main St.
 Rock Hill, SC 29730
 803-329-5200

Visit York County, SC
<http://www.visitorkcounty.com/>

About Visit York County:

Visit York County, SC (also known as the Rock Hill/York County Convention & Visitors Bureau) is the destination marketing organization (DMO) responsible for developing an authentic, unified identity for York County, SC. As a DMO, the CVB's goals are to promote the long-term development and marketing of their destination, focusing on convention, sports and leisure sales, tourism marketing and services. The organization works in collaboration with the CVB Board as well as the York County Council and appropriate funding sources. In 2008, the Rock Hill/York County CVB became the first accredited destination marketing organization in South Carolina.

**CALL TO ARTISTS:
 Artist competition for Visitor Guide Front Cover**

Commitment date:	August 10, 2018	Final artwork due:	August 14, 2018
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GENERAL OVERVIEW:

The staff at Visit York County, SC is looking for 15-20 York County artists who would like to participate in our first-ever artist drawing for the front cover of the Visit York County Visitor Guide. The newest edition of the guide will be revealed during this year's first Annual Meeting on September 13, 2018.

The York County Visitor Guide is the primary marketing publication for Visit York County. It is a great resource for visitors to find places to visit, dine and shop in the area. The visitor guide includes:

- Featured Attractions
- Unique Shopping & Dining
- Lodging
- Visitor Information
- Annual Events

Visit York County will provide a cash award of **\$1,000** to the final winner. All other participants' artwork will be on display at the Annual Meeting for purchase during the Silent Auction.

CONTEST SPECIFICATIONS:

Artwork Theme:

- Art focus: What you love about York County. What makes York County special to you?

NOTE: Keep into account that the publication is for visitors or potential visitors to York County. The front cover will be what appeals to them and causes a reaction when they are at a SC Welcome Center, attraction or likely to view it online.

- Helpful tips: Artwork should be representational. Use iconic scenes, landmarks/landscapes in York County to feature. No photography please.

Artwork dimensions:

- Full Bleed image size will be 5.625" x 8.625 with the trim being 1/8" inward from all four sides. Keep in mind that the top 1.75" will be the location of the Cover content (Title, Logos, etc.). All art needs to be submitted as 300 dpi, CMYK, JPG files.

Artists/Artwork deadline:

- August 10 | Commitment from Artist
- August 14 | Artwork submitted for Review by Visit York County staff
- August 15 | Selection of winner (winner will be notified, but the official reveal won't be made until the Visit York County Annual Meeting on September 13)
- **WINNING ARTWORK EXCLUSIVITY:** Visit York County will receive exclusive rights to the winning artist's original artwork for one (1) year. The artwork will be displayed on the front cover of the York County Visitor Guide and the original piece will be displayed in the York County Visitor Center at 130 E. Main St., Rock Hill, SC. After the one-year mark, the artist will resume all rights to display or list his/her artwork where desired.
- **LIABILITY:** Visit York County assumes responsibility for insuring and caring for the works of art selected for exhibition while they are in our possession. However, Visit York County will not assume costs of shipping entries or artwork, nor will Visit York County provide insurance while in transit to or from the York County Visitor Center. Visit York County reserves the right to refuse any entry and to withdraw any work from the exhibition at its discretion. Visit York County reserves the right to photograph and reproduce any entry submitted for educational or publicity purposes with recognition/acknowledgment to the artist. *The receipt of an entry in the contest constitutes agreement by the artist with all conditions set forth in this prospectus.*
- **SILENT AUCTION DETAILS:**
 - For the Silent Auction, we'll need you to provide the drawing mounted or framed somehow for display (i.e. – 16x20 canvas).
 - Proceeds from the silent auction will be divided 60/40 between the Arts Council of York County (60%) and the winning artist (40%).
 - Please deliver your mounted artwork to the Anne Springs Close Greenway Dairy Barn (288 Dairy Barn Lane, Fort Mill, SC) on **Thursday, September 13 by 3 p.m.**
- **ADDITIONAL ARTWORK:** With your application, please send me a brief write up on what you plan to submit for the contest. Also, send 2-5 images of your original artwork (separate from what you plan to submit for the contest).
- **QUESTIONS:** Call Sonja Burris at 803.329.5200 or email sburris@visityorkcounty.com.

SUBMISSION:

Artists should submit their application and final artwork for submission via email to sburris@visityorkcounty.com.

For Artists:

_____ I will participate as an artist in the Visit York County Visitor Guide artist competition for the front cover.

Contact Name: _____ Phone: _____

Email: _____