

## 2021 HOLIDAY COLLECTION

# CALL FOR ARTISTS

**Are you a local artist or photographer looking for an opportunity to feature your work and potentially earn commission? We would love to hear from you!**

LBF Group is seeking local artists and photographers to contribute their holiday themed paintings, drawings, and photographs for consideration as part of our 2021 Holiday Greeting Card Collection. Last year's collection was a success with more than 1000 cards sold, which means we gave back over \$1000 to our featured artists!

### ARTISTS OF ALL AGES ARE INVITED TO PARTICIPATE

Simply complete the form on reverse and return it with a digital file of your artwork to [pinpoint@lbfgroup.ca](mailto:pinpoint@lbfgroup.ca) or visit our website ([lbfgroup.ca](http://lbfgroup.ca)) for full details and to apply online.

### FREE TO APPLY, EARN COMMISSION

There is no cost to apply and we are offering a commission of \$1 per print sale. This means, a purchase of 100 cards featuring your artwork will put \$100 into your pocket!

### THE DEADLINE FOR SUBMISSIONS IS FRIDAY, OCTOBER 1, 2021

Notification can be expected approximately 2 weeks following the submission deadline. The artist's name and title of their work will be credited on the reverse side of the greeting card. Customers will have the option to personalize the inside of the greeting card with their company logo, contact information, and a unique message. LBF Group reserves the right to use creative discretion on final presentation, including the use of ink embellishments (metallic, clear, fluorescent, etc.), paper type (weight, colour, texture, etc.), and finishing applications (round corner trimming, foil stamping, holograms, etc.).

### TEN FINALISTS WILL BE FEATURED

Entries will be reviewed with equal consideration by our content team and assessed based on the variety of themes and styles submitted. A maximum of ten (10) pieces will be selected for the final collection and featured on our website for the public to access.

### ARTWORK SPECIFICATIONS

To accommodate the greeting card dimensions, artwork will need to scale proportionately within an area of 5"x7" or 7"x5".



## ADDITIONAL TERMS

The 2021 Holiday Greeting Card Collection is open to artists of all ages who currently reside in London, Ontario, or the surrounding area.

There is no cost to apply and this is a commissioned opportunity. For every print sold, \$1 will be deducted from the selling price and credited to the artist. LBF Group will forward the balance to the artist following the online exhibit.

All artwork should be original and appropriately themed for the Winter Holiday Season. There are no limitations to the number of entries an individual may submit, however final selection cannot be guaranteed.

A high quality digital file of the artwork will be required (scan or photograph) and should be submitted as either JPG, PNG, TIF or PDF format with a minimum resolution of 300 DPI for optimal print production.

Artwork selected for the greeting card collection will be available for purchase through LBF Group's website ([lbfgroup.ca](http://lbfgroup.ca)) from November 5 to December 17, 2021. LBF Group is not responsible for any damage resulting from third party download of images that may occur.

The application form and digital file of artwork must be received by LBF Group by the submission deadline. Late entries will not be accepted. Artwork that does not meet the conditions for entry as outlined will not be adjudicated. While we sincerely thank all artists for their interest, please note that only selected applicants will be contacted.

## 2021 HOLIDAY COLLECTION APPLICATION

### ARTIST INFORMATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### ARTWORK INFORMATION

Title: \_\_\_\_\_

Medium: \_\_\_\_\_

Actual Size: \_\_\_\_\_

Title: \_\_\_\_\_

Medium: \_\_\_\_\_

Actual Size: \_\_\_\_\_

Title: \_\_\_\_\_

Medium: \_\_\_\_\_

Actual Size: \_\_\_\_\_

Title: \_\_\_\_\_

Medium: \_\_\_\_\_

Actual Size: \_\_\_\_\_

Title: \_\_\_\_\_

Medium: \_\_\_\_\_

Actual Size: \_\_\_\_\_



#### SOUTH LOCATION

100 Towerline Place  
London, ON N6E 2T1  
519.686.8722

#### CORE LOCATION

32 Albion Street  
London, ON N6H 1Z2  
519.433.5703

[lbfgroup.ca](http://lbfgroup.ca)