



2023 Recap

The Basics



3rd Annual Art Fair!

September 9 & 10, 2023

- 10AM - 5PM on Saturday & Sunday

Bears Home Opener

Weather was beautiful! Sunny and 70-75

Overview

70 Artists

1 Youth Artist

5 Sponsors

3 Live Music Stages

Ribbon Cutting Ceremony

Makity Make

Clocktower Cupcakes

Beer, Wine, & Spirits from Restaurants

Kids Zone & Graffiti Walls

Start to Paint

Selfie Stations

Artists Award Party



The Art: From Jury to Art Fair

— Painting, 2D, Photography, Jewelry, —
3D Functional, 3D Non Functional

Call for Artists & the Jury Process



Call for Artists

November 2022 - January 2023

- 15,000 Prospectuses mailed to artists around the country including Art on the Fox
- 12,000 Artists emailed through our in-house artist email list
- Extra promotions through Art Fair Calendar, Zapplication, and Juried Art Services

The Jury Process

January 2023 - February 2023

- 12 Art Professionals scored each application
- Top 75 Artists were invited

3rd Annual



September 9-10, 2023
Algonquin, Illinois

Jury Fee: \$25

Space Fee: \$350

Double Deal: \$600

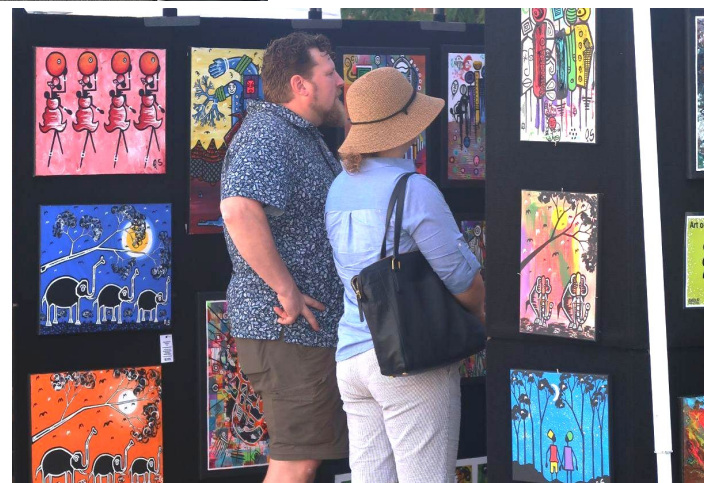
Apply today at
AmdurProductions.com

Algonquin is a dynamic, progressive community 40 miles northwest of Chicago along the Fox River. This fest is held on Main Street in the vibrant, newly updated downtown. Original art of all types and prices is welcome at this show. 70 booth maximum. No buy/sell.



Bobbi Rose Photography





Local Participants

Makity Make, Clocktower Cupcakes,
Cattleman's, Cucina Bella, Bella's Wood Fire
Pizza, Bold American Fare, Bullseye, Fernhill
Market, Creekside Tap, Whiskey and Wine,
Riverbottom, Short Stacks



The Sponsors

State Farm

Chiro One

Renewal by Andersen

Home Improvement Network

Illinois Foot & Ankle



The Music

The String Shredders

Cirrus Falcon

Michelet



Ribbon Cutting Ceremony



Kids Zone

Professional Face Painter, Spin Art,
Sand Art, Coloring Pages, Art Fest
Bingo, and Graffiti Walls



Start to Paint

— \$20 Painting Class Included Canvas,
Personal Instructions & All Painting —
Materials



Artist Awards Party

— Saturday After the Show at
Port Edward's with Artist Awards, —
Great Buffett, and a Cash Bar

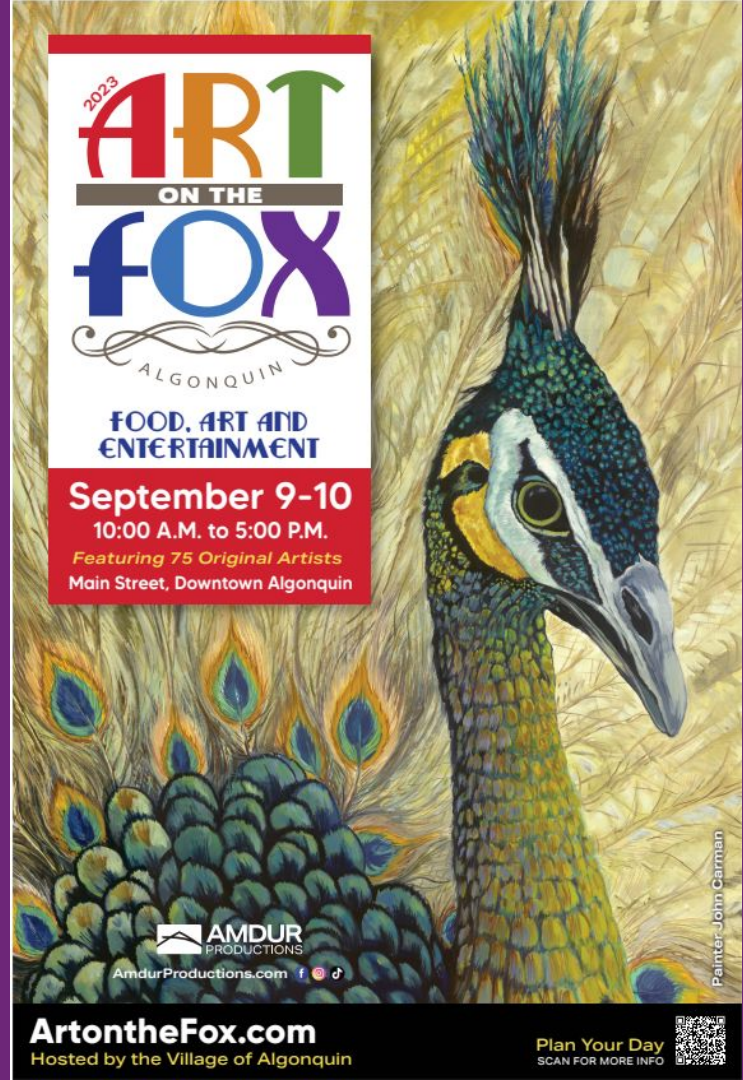


Marketing

— Multi-Layered Marketing Plan —

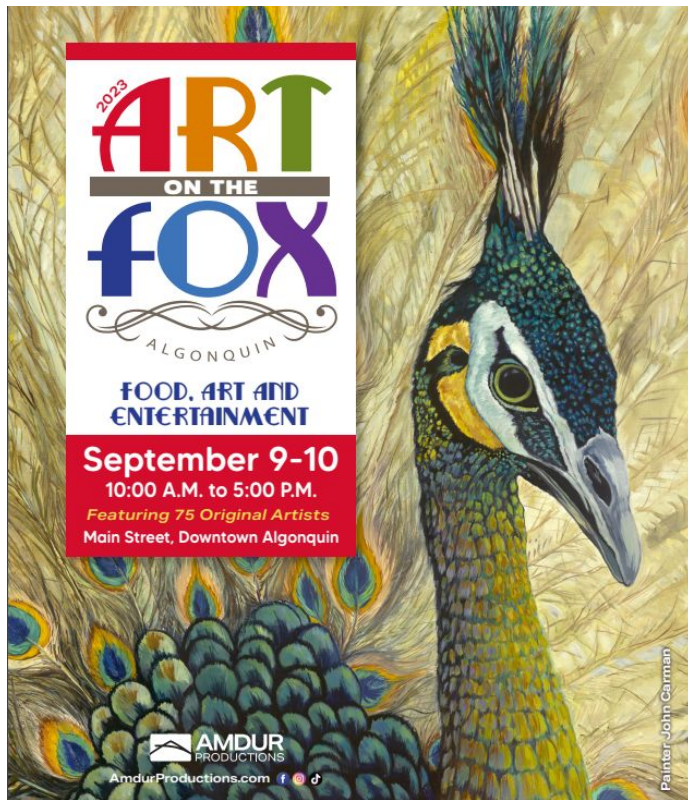
Posters

Distributed to Businesses
Around Town approximately 3
Weeks Prior to the Festival



Direct Mail Piece

Distribution of 12,222 Algonquin Homes



2023 ART ON THE FOX ALGONQUIN

FOOD, ART AND ENTERTAINMENT

September 9-10
10:00 A.M. to 5:00 P.M.
Featuring 75 Original Artists
Main Street, Downtown Algonquin

AMDUR PRODUCTIONS
AmdurProductions.com f o d

ArtontheFox.com
Hosted by the Village of Algonquin

Plan Your Day
SCAN FOR MORE INFO

Painter John Carman

Always Free! Always Fun! Always Festive!

ART ON THE FOX

SEPTEMBER 9 & 10

10AM-5PM • Main Street, Downtown Algonquin

Plan your day at Art on the Fox!

- Admire the creativity of and shop 75 original artists.
- Enjoy free entry and easy, close parking.
- Treat yourself to a cold beverage, live music and local tasty snacks - see listing at right.
- Stop in the Kid Zone for art fest bingo, spin art, sand sculpture, coloring, drawing & more. Become living art in the Face Painting tent, or take a live painting class!
- Green Ribbon Program** Look for artists displaying a Green Ribbon on their booth. These artists will donate a percentage of all sales to the Algonquin Parks and Recreation Department Scholarship Program, granting recreation participation to families in need.

Preview art & shop early: ArtontheFox.com



Shop, Dine and Explore Downtown Algonquin

DINE

Bella's Short Stacks - 208 S. Main Street
Serving Breakfast and Brunch Daily.

Bella's Wood Fire Pizza - 123 S. Main Street
A Taste of Home from Sannicandro, Italy, bringing authentic Wood Fire Pizza to Algonquin.

Bold American Fare - 8 S. Main Street
Fresh farm to table fare served in a unique style. Enjoy our rooftop seating with a great view of the Fox River.

Bullseye Pub and Eatery - 119 S. Main Street
Modern American restaurant with the right mix of atmosphere, drinks, food & outdoor dining.

Cattleman's Burger & Brews - 205 S. Main Street
Serving burgers, steaks & spirits with outdoor dining.

Clock Tower Cupcakes - see us at the festival.

Creekside Tap - 7 S. Main Street
Downtown pub on the Riverwalk.

Cucina Bella - 220 S. Main Street
Authentic Italian cuisine accompanied by a vast selection of wine and desserts.

Garden on Main - 409 S. Main Street
Offering coffee, tea and specialty coffee drinks, gelato and crepes. Enjoy the outdoor dining patio.

Port Edward - 20 W. Algonquin Road
Riverside seafood restaurant & bar filled with nautical art & an indoor floating boat table.

Riverbottom Ice Cream Co. - 301 S. Main Street
True Homemade Ice Cream in the Heart of downtown.

Texan BBQ - 101 N. Main Street
Family-owned restaurant serving authentic Texan cuisine.

The Black Bear Bistro - 107 S. Main Street
Serving classic and inventive dishes with a focus on locally-sourced ingredients and wild game.

Whiskey and Wine - 103 S. Main Street
Enjoy Wine from all around the globe and a variety of Whiskeys in our tasting room, or enjoy our outdoor patio along the Riverwalk.

SHOP

Stop in and visit the stores along Main Street while attending Art on the Fox!

WLIT

(20) 30 Second Spots the Week
of September 1

+

Digital Upcoming Events
Campaign



Addressable Geofencing

Digital Marketing to 10,000 homes in and around the festival targeting all devices in the homes.

Approximately 7 deliveries per home!

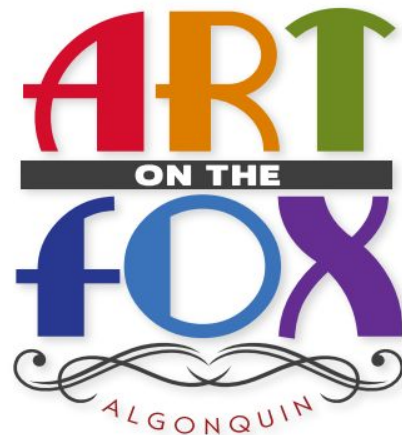


Daily Herald Print Advertisements

3 Features in Sunday's *Time Out*, Wednesday's *Food* Section, & Friday's *Time Out*



Hosted by the Village of Algonquin



SEPTEMBER 9-10
10am-5pm

Main Street, Algonquin



ArtontheFox.com



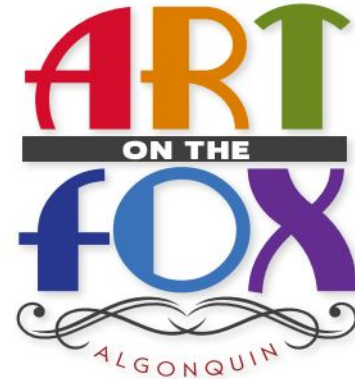
Northwest Herald Print & Digital Advertisements

2 Half Page Color Ads on
September 2 & September 9

+

Digital Ads Linking to
Art on the Fox's Web Page

Hosted by the Village of Algonquin



SEPTEMBER 9-10
10am-5pm
Main Street
Downtown Algonquin



ArtontheFox.com 



Total Paid Impressions

534,390

Public Relations, Social Media & Beyond

— Total Reach 55,707 ++ —

Emails from Amdur Productions

- ❏ Tuesday E-Blast “This Weekend” Reach: 15,600
- ❏ Friday E-Blast “Friday Forecast” Reach: 15,610
- ❏ Special Green Ribbon Project E-Blast Reach: 15,599

Simple Texting

Reach 883

THIS WEEKEND, September 9-10 is Art on the Fox in Algonquin, Illinois! Join us! Want details? > <https://txt.so/sample>
See you there!

Reply stop to stop

Instagram & Facebook

10 Posts, 15 Stories, Event Page, Cover Photo Feature



amdurproductions

amdurproductions This weekend is the not-to-be-missed Art on the Fox in downtown Algonquin, Illinois! 🎨🍷🍷

Beautiful art from 75 juried artists, music, food and drinks, yoga on Sunday, the list goes on and on! ❤️

Join us 10-5 Saturday & Sunday! Details at the link 📍 in our bio! 🔗

Special thank you to our partner @algonquinil ✨

2w



Liked by ritachevli and 20 others
SEPTEMBER 7

Add a comment...

Amdur Productions
September 9 at 12:12 PM · 🌐

The weather is absolutely gorgeous, the art is HOT, and the drinks and food are delicious at Art on the Fox! 🍷🍷

Join us today and tomorrow 10-5 @algonquinil ✨



Amdur Productions
September 8 at 2:11 PM · 🌐

Ready for an art sneak peek of this weekend's Art on the Fox?! 🎨 We know you are!

From wearables to paintings to jewelry to photography and more, there's something for all artistic tastes and styles! 🌈💎

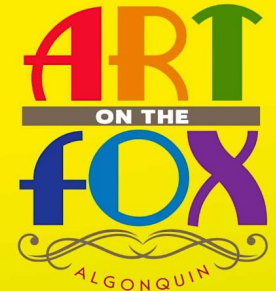
Artists:
W... See more



Eventbrite

Eventbrite Event Reach: 428

We held a contest giveaway for \$100
in art festival gift cards through the
Eventbrite website



SEPTEMBER 9-10

Calendar Listings

— Listings & Online Stories —

Allevvents.in:

<https://allevvents.in/algonquin/art-on-the-fox-algonquin-illinois/80002757285652?ref=smdl>

Best Things Illinois:

<https://bestthingsil.com/event/art-on-the-fox-algonquin-2023-09-10-algonquin-il.html>

Chi With the Kids:

<https://chiwithkids.com/event/art-on-the-fox/>

Chicago Parent:

<https://www.chicagoparent.com/events/art-on-the-fox-fine-art-festival/>

Chicago Reader:

https://chicagoreader.com/section/arts-culture/?_evDiscoveryPath=/event/1931425-art-on-the-fox-algonquin-illinois

Events.com:

<https://discover.events.com/us/illinois/algonquin/e/music/art-fox-algonquin-illinois-south-main-street-washington-427458235>

Event Crazy:

<https://www.eventcrazy.com/Algonquin-IL/events/details/900418-Art-on-the-Fox-Algonquin-Illinois>

Happening Next:

<https://happeningnext.com/event/art-on-the-fox-eid3a0a8p19qh>

Natural Awakenings:

<https://www.nachicago.com/events/270254/art-on-the-fox-algonquin-illinois>

Patch:

<https://patch.com/illinois/algonquin/calendar/event/20230909/3c3c3074-32e1-4826-8a2e-e8112400a337/art-on-the-fox-algonquin-illinois>
<https://patch.com/illinois/algonquin/calendar/event/20230910/804c156a-0ee6-43d3-b610-3718fb421e9e/art-on-the-fox-algonquin-illinois>

WikiDo:

<https://www.wikido.com/us/il/algonquin/event/art-on-the-fox-algonquin-illinois-169361059890/54523>

Yelp:

<https://www.yelp.com/events/algonquin-art-on-the-fox-algonquin-illinois-2>

Zapp:

<https://www.zapplication.org/event-info.php?ID=10868>

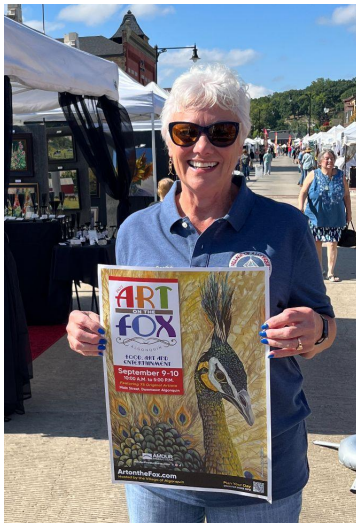
Chicago Star Media

Included the show in a wrap up article of summer art festivals:

https://www.chicagostarmedia.com/candid_candace/check-out-amdur-productions-20-great-art-festivals-for-2023/article_d339496a-0559-11ee-ad37-4b85a29e48de.html

Favorite Photos!







Thank You for a Great 2023!

