



BARRINGTON ART FESTIVAL

2023 Recap

The Basics

May 27 & 28, 2023

Memorial Day Weekend

Saturday from 10AM to 5PM

Sunday from 10AM to 5PM

Weather was beautiful! Sunny and 70's!

Overview

120 Artists
 Artist Award Party
 Barrington Area Arts Association
 7 Sponsors
 Music Stage
 Cafe Tola
 El Poblano
 Chills Italian Ice
 Ben's Soft Pretzels
 Churr Babes
 Beer, Wine & Spirits
 Start to Paint
 Kids Zone
 Selfie Stations
 Graffiti Walls





The Art: From Jury to Art Festival

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 the Barrington Art Festival
- ❖ 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 120 Artists were invited

14th Annual



This event is held on Barrington's closed charming streets. Located 30 minutes northwest of Chicago, the community flocks to this festival to buy! All media. 130 booth max.

"Thank you to everyone at Amdur for the Barrington show. Had my highest grossing show ever!"

Terry Cunningham, Jewelry

May 27-28, 2023

MEMORIAL DAY WEEKEND
Barrington, Illinois

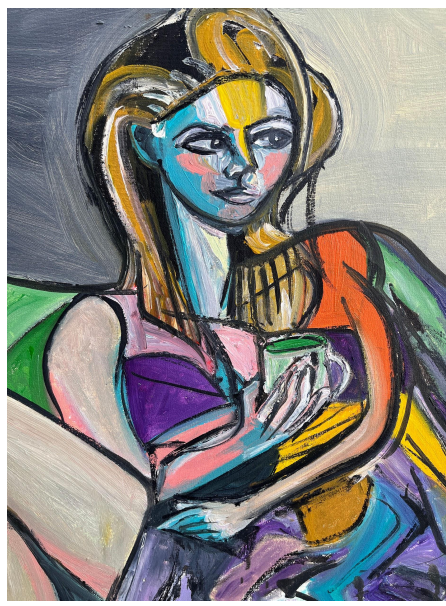
Jury Fee: \$25

Space Fee: \$465

Double Deal: \$775

[Apply today at
AmdurProductions.com](https://www.amdurproductions.com)









Artist Award Party

Hosted at McGonical's Saturday After the Festival!





Barrington Area Arts Association





The Music

Cirrus Falcon





The Food, Beer & Wine

Cafe Tola, El Poblano, Chills Italian Ice, Soul & Smoke,
Churro Babes





Start to Paint

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





Kids Zone

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





Marketing

Multi-Layered Marketing Plan

Street Banners Displayed 30 Days Prior to the Art Festival



Posters

Distributed 4 Weeks Prior to the Event



Direct Mail Piece

Distribution of
10,000+ to
Barrington Homes



Always Free! Always Fun! Always Festival!

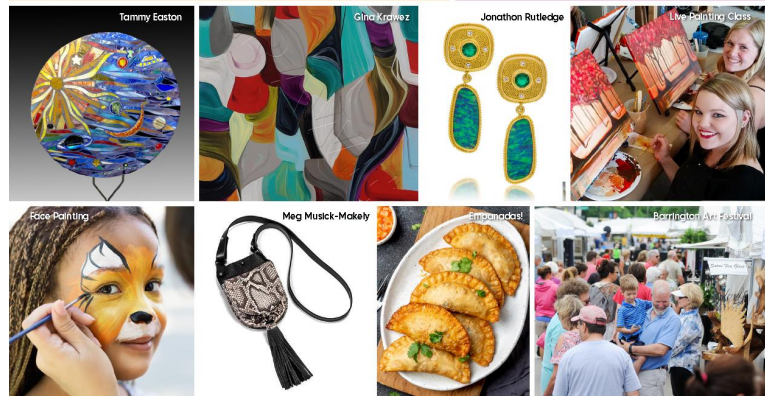
BARRINGTON ART FESTIVAL MAY 27 28

10AM - 5PM • Cook & Station Streets

Plan your day at Barrington Art Festival!

- 🎨 Treat yourself to 135+ original artists & live music
- 😊 Enjoy free entry and easy, free street parking
- 🍷 Indulge in a beer, an empanada and some Italian ice
- 🖌️ Take a live painting class at the fest!
- 👶 Stop in the Kid Zone - play art fest bingo, spin art, sand sculpture, coloring, drawing & more
- 👤 Become living art in the Face Painting tent!
- ♿️ Get your steps in - accessible and easy to walk!
- 🚶 Steps from the Barrington Metra Station
- 🛍️ Purchase Art Festival Gift Cards for a thoughtful gift - available now at ArtZipper.com/gifts

Preview art & shop early: BarringtonArtFestival.com



A Summer of Color and Fun!

Scan below for our 2023 festival schedule in and around the Chicagoland area, and enter to **WIN ART FEST GIFT CARDS!**

AMDUR PRODUCTIONS
More info 847-926-4300
AmdurProductions.com



Follow us! [f](https://www.facebook.com/amdurproductions) [i](https://www.instagram.com/amdurproductions) [t](https://www.tiktok.com/@amdurproductions)



Art Donations at the Fest

Donate your gently used wall art to those moving from shelters to permanent housing. Drop off location varies per fest - ask a staff member for direction.

Thank You to Our Sponsors



Targeted Digital EBlast

Distribution of
50,000 Women
25-64 Interested in
the Arts & Festivals
in Barrington and
the Surrounding
Communities

Plan Your Day at Barrington Art Festival!

Start your day at this long cherished community tradition soaking in unique art from 135+ original artists. Make your masterpiece at our live painting class, or plan a creative stop in the Kid Zone. Break for lunch at your favorite local spot, or enjoy a cold beer, lemonade and delicious snacks at the fest. Be sure to look for Kid's Art Stop and Live Art Demo signs to get interactive with the artists!

Always Free! Always Fun! Always Festive!

ENTER TO WIN A \$100 ART FEST GIFT CARD! →



The Barrington Art Festival is proudly produced by Amdur Productions. Visit AmdurProductions.com for our full summer schedule of events.



CONNECTING ARTISTS & ART LOVERS SINCE 1983

BARRINGTON ART FESTIVAL

MAY 27-28 • COOK & STATION ST.

PLAN YOUR DAY →



135 ORIGINAL ARTISTS IN ALL MEDIUMS

PEEK AT THE ART →



KID ZONE • LIVE MUSIC • BEER & WINE

MORE TO DO! →



MEMORIAL DAY WEEKEND

Retargeted Ads

Featured Ads for people that
respond to the Targeted E-Blast



WLIT

- ❖ (20) 30 Second Spots the Week of May 19
- ❖ Digital Upcoming Events Campaign

93.9
LITE FM



Daily Herald Print Ads

Sunday *Time Out* Strip

Wednesday *Food* Section

Friday *Time Out* Section



2023
BARRINGTON ART FESTIVAL

MAY 27-28 **COOK & STATION STS**

PLAN YOUR DAY & WIN FREE ART! BarringtonArtFestival.com

2023
BARRINGTON ART FESTIVAL



MAY 27-28
COOK & STATION STREETS

PLAN YOUR DAY & WIN FREE ART!
BarringtonArtFestival.com

THE MA 2016

Chicago Gallery News

Distribution of 10,000



Barrington Art Festival | This Weekend, May 27-28



Downtown Barrington

Celebrate Memorial Day Weekend with 135 juried artists at the 14th Annual Barrington Art Festival. This beloved community tradition has enjoyed a growing reputation for its diverse collection of creative artists. Live music, kid's art projects, and delicious food/drink offerings round out a healthy festival atmosphere. Free to all, the festival runs May 27-28, on Cook/Station streets in downtown Barrington. Enter to win an art fest gift card!



475,192

Total Paid Impressions



Public Relations & Social Media

Total Reach 56,098++

Emails from Amdur Productions

- ❖ “Magnificent May Shows”
Featured the Barrington Art Festival
- ❖ “This Weekend” Dedicated
E-Blast
- ❖ “Friday Forecast” Dedicated
E-Blast



AMDUR
PRODUCTIONS



**Join us for another
great weekend!**

This weekend we're bringing back the highly popular Barrington Art Festival for its 14th year! Enjoy a memorable Memorial Day Weekend in Downtown Barrington and make a day of it with all of the activities available below.

[Follow us on Instagram](#) for sneak peek looks at the art, exciting updates, & festival fun!

Poster Artist: Thelma Lugo

BARRINGTON **ART** FESTIVAL

May 27 & 28

FREE ADMISSION!

- 10 am - 5 pm on Saturday
- 10 am - 5 pm on Sunday
- Downtown Barrington, IL

See Festival Details



BARRINGTON **ART** FESTIVAL



Forecast

This weekend calls for two perfect days! 75 degrees & sun is in our future!



Amazing Art

Shop & see fashion, paintings, photography, jewelry, & MUCH MORE!



Live Music

Family-friendly music all weekend long, featuring Cirrus Falcon!



Art Activities

Enjoy selfie stations, face painting, take a \$20 painting class, & more! Endless fun for the whole family to take part of!

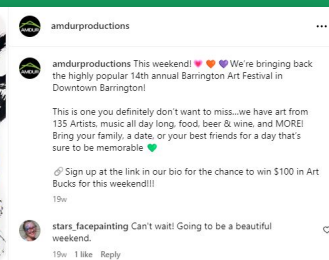
Simple Texting

MEMORIAL DAY WEEKEND, May 27 & 28, the Barrington Art Festival in Downtown Barrington! Get all the details here: <https://txt.so/sample>

Reach of 1,980

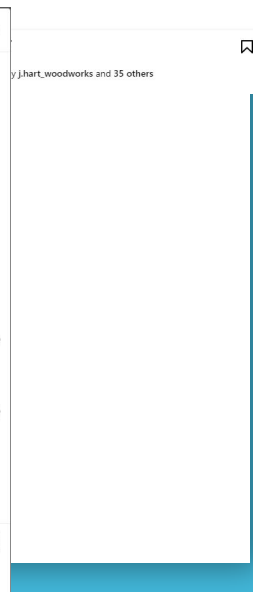
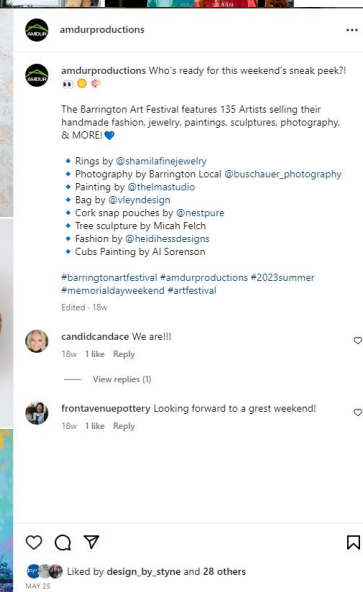
Instagram & Facebook

- ❖ 21 Posts
- ❖ 37 Stories
- ❖ Dedicated Event Page
- ❖ Amdur Cover Photo the Week of the Art Festival



The art lovers of Barrington are here to stay this weekend! ❤️

Bring your kids to get face painting, enjoy a beverage, listen to the lively music, and shop art of all kinds! 🍷



Eventbrite



Eventbrite Event Reach: 745

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



Calendar Listings & Online News Stories

Village of Barrington

https://www.barrington-il.gov/visitors/special_events/barrington_art_festival.php

Barrington 10 Times

<https://10times.com/barrington-art-festival>

Chicago Parent – Things to do with Kids

<https://www.chicagoparent.com/events/barrington-art-festival-in-downtown-barrington/>

Allevvents.in:

<https://allevvents.in/barrington/80001187833675>

American Towns:

<https://www.american towns.com/event/barrington-art-festival-barrington-illinois-14th-annual-2023-05-27-barrington-il.html>

Chicago Reader/Eventrpii/Evvnt:

https://chicagoreader.com/community-calendar-event-llistings/?_evDiscoveryPath=/event%2F1709843-barrington-art-festival-barrington-illinois-14th-annual-

Daily Herald:

<https://www.dailyherald.com/calendar/#!/details/Barrington-Art-Festival-Barrington-Illinois-14th-Annual-/11910820/2023-05-27T10>

<https://www.dailyherald.com/calendar/#!/details/Barrington-Art-Festival-Barrington-Illinois-14th-Annual-/11910820/2023-05-28T10>

Do312:

<https://do312.com/events/2023/5/27/barrington-art-festival-barrington-illinois-14th-annual-tickets>

Evensi/Events.com:

<https://discover.events.com/us/illinois/palatine/e/music/barrington-art-festival-barrington-illinois-14th-annual-426914583>

Eventbrite:

<https://www.eventbrite.com/e/barrington-art-festival-barrington-illinois-14th-annual-tickets-628752083407>

EventCrazy.com

<https://www.eventcrazy.com/S-Barrington-IL/events/details/897108-Barrington-Art-Festival-Barrington-Illinois-14th-Annual>

Kidlist:

<https://mykidlist.com/event/barrington-art-festival/>

Natural Awakenings:

<https://www.nachicago.com/events/260642/barrington-art-festival-barrington-illinois-14th-annual-Oaklee's Guide>:

<https://oakleesguide.com/calendar/#!/details/Barrington-Art-Festival-Barrington-Illinois-14th-Annual-/11910820/2023-05-27T10>

<https://oakleesguide.com/calendar/#!/details/Barrington-Art-Festival-Barrington-Illinois-14th-Annual-/11910820/2023-05-28T10>

Patch:

<https://patch.com/illinois/barrington-il/calendar/event/20230527/5fd1d62f-df43-40d6-9db3-dc01ff5aaca7/barrington-art-festival-barrington-illinois-14th-annual>

<https://patch.com/illinois/barrington-il/calendar/event/20230528/627ebba9-596a-4873-bce3-5456472e6975/barrington-art-festival-barrington-illinois-14th-annual>

WGN

<https://wgntv.com/community-events/#!/details/Barrington-Art-Festival-Barrington-Illinois-14th-Annual-/11910820/2023-05-27T10>

<https://wgntv.com/community-events/#!/details/Barrington-Art-Festival-Barrington-Illinois-14th-Annual-/11910820/2023-05-28T10>

WGN Radio

<https://wgnradio.com/community-calendar/#!/details/Barrington-Art-Festival-Barrington-Illinois-14th-Annual-/11910820/2023-05-27T10>

<https://wgnradio.com/community-calendar/#!/details/Barrington-Art-Festival-Barrington-Illinois-14th-Annual-/11910820/2023-05-28T10>

WikiDo.com:

<https://www.wikido.com/us/il/barrington/event/barrington-art-festival-barrington-illinois-14th-annual-168299502183/45700>

WTTW

https://news.wttw.com/2023-chicago-festival-guide-summer-events?utm_source=google&utm_medium=cpc&utm_campaign=adwords&utm_content=summer-festivals-may23&gad=1&gclid=CjwKCAjwsvujBhAXEiwA_UXnAEZwPdybqUhqLCNO2QUBJxH_D-n5phSQM6y2LLOqtCzs-5hxgvQJNBocWvkQAvD_BwE

Yelp:

<https://www.yelp.com/events/barrington-barrington-art-festival-barrington-illinois-14th-annual>

Zapp:

<https://www.zapplication.org/event-info.php?ID=10869>



Favorite Festival Photos!









Thank You!

