



Deerfield Art Festival

2023 Recap

The Basics

June 3 & 4, 2023

Saturday from 10MA to 5PM

Sunday from 10AM to 5PM

First Weekend in June

Weather was beautiful! Sunny and 80's!

Overview

90 Artists + 3 Youth Artists

Preview Party

9 Sponsors

Mobile Music Stage + Solo Stage

Cafe Tola

El Poblano

Chills Italian Ice

Soul & Smoke

Churr Babes

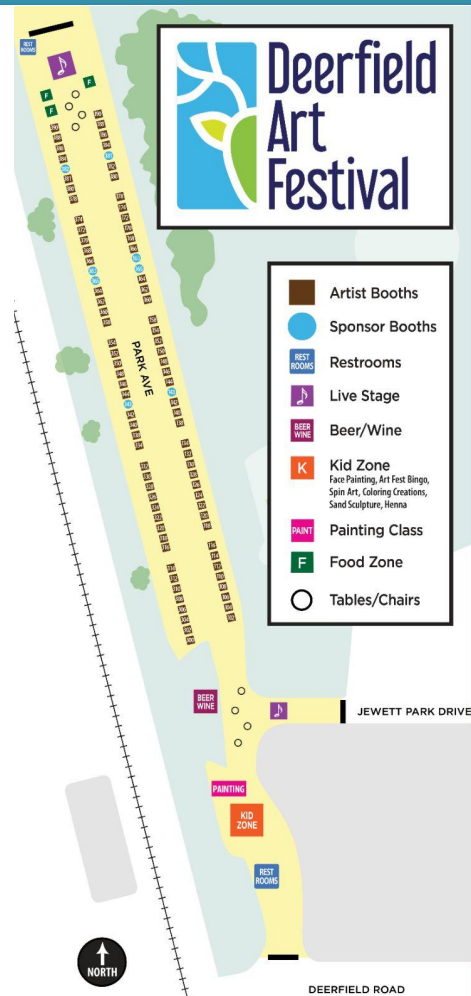
Beer & Wine

Start to Paint

Kids Zone

Selfie Stations

Graffiti Walls



An abstract graphic on the left side of the image. It features a large blue square with rounded corners. Overlapping this square are several organic, leaf-like shapes. One shape is yellow, another is green, and they are separated by white outlines. The overall composition is modern and artistic.

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 Deerfield 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 100 Artists were invited

NEW FESTIVAL!



June 3-4, 2023
Deerfield, Illinois

Jury Fee: \$25

Space Fee: \$425

Double Deal: \$715

Apply today at
AmdurProductions.com

The inaugural Deerfield Art Festival takes place in the bustling "North Shore" community of Deerfield, about 25 miles north of Chicago. Deerfield reports an average household income of \$200,000, with almost half the residents holding advanced degrees. Only original art, no buy/sell.









The Sponsors

Fun Sponsors that Add!





The Music

Jeff Libman Duo, Cirrus Falcon & Michelet





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, Henna Artist, Balloon Maker, Spin Art, Sand Sculpture Art, Coloring Pages, Art Fest Bingo, Graffiti Walls



A stylized logo on the left side of the slide. It features a blue background with white curved lines forming a leaf-like shape. Inside this shape, there is a yellow-green leaf and a green leaf. The logo is positioned to the left of the main text.

Marketing

Multi-Layered Marketing Plan

Street Banners on Waukegan & Deerfield Road



Deerfield
ART
Festival



JUNE
3-4

Posters

Distributed 3 Weeks Prior
to the Event

MAKE A DAY OF IT!



Deerfield Art Festival

June 3-4 **SATURDAY
SUNDAY
10a-5p**

Deerfield Road & Park Avenue

Free Entry **100 Artists** **Kid's Fun**

PLAN YOUR DAY!



DEERFIELDARTFESTIVAL.COM

Direct Mail Piece

Distribution of 14,080 in Deerfield, Highland Park and Northbrook



June 3-4

SATURDAY
SUNDAY
10a-5p

Deerfield Road & Park Avenue

Free Entry

100 Artists

Kid's Fun



DEERFIELDARTFESTIVAL.COM

Always Free! Always Fun! Always Festive!

DEERFIELD ART FESTIVAL

JUNE 3 4

10AM - 5PM • Deerfield Road and Park Avenue

Plan your day at Deerfield Art Festival!

- Treat yourself to 80+ original artists & live music
- Enjoy free entry and easy, free street parking
- Indulge in a cold beer, and a warm empanada
- 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!
- Alongside the Deerfield Metra Station
- Purchase Art Festival Gift Cards for a thoughtful gift - available now at ArtZipper.com/gifts

Preview art & shop early: DeerfieldArtFestival.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!**



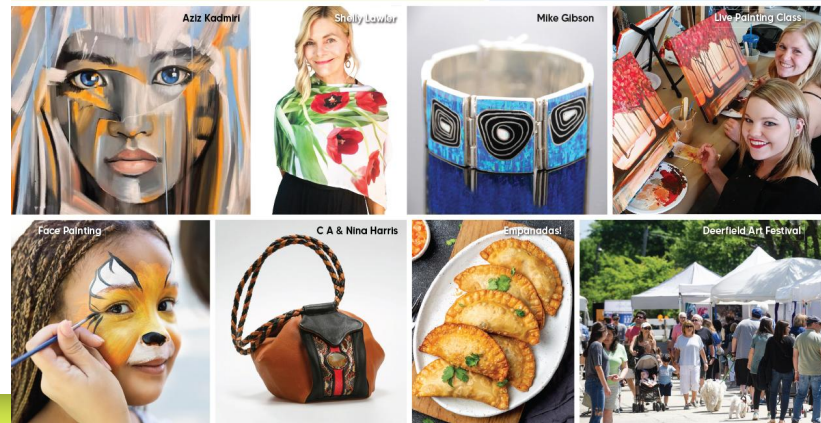
Follow us!



Art Donations at the Fest

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

Thank You to Our Sponsors



Targeted Digital EBlast

Distribution of 50,000 North Shore Women 25-64
Interested in the Arts & Festivals



Start your day at your favorite Deerfield breakfast spot, then soak in unique art from 80+ original artists. Make your masterpiece at our live painting class, or plan a creative stop in the Kid Zone. Break for lunch with a cold beer, lemonade and delicious snacks right 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 Deerfield Art Festival is proudly produced by Amdur Productions. Visit AmdurProductions.com for our full summer schedule of events.



CONNECTING ARTISTS & ART LOVERS SINCE 1983

Deerfield Art Festival

JUNE 3-4 • Deerfield Rd & Park Ave.

PLAN YOUR DAY →



80+ ORIGINAL ARTISTS IN ALL MEDIUMS

PEEK AT THE ART →



KID ZONE • LIVE MUSIC • BEER & WINE

MORE TO DO! →



PLAN YOUR DAY AT DEERFIELD ART FESTIVAL!

Addressable Geofencing

Distribution to All Devices 10,000 Deerfield Homes & Beyond

Deerfield Art Festival June 3-4 [WIN ART! GET FEST INFO](#)



Deerfield
Art
Festival

JUNE 3-4

PLAN
YOUR
DAY!

WIN A \$100
ART FEST
GIFT CARD



Deerfield
Art
Festival

JUNE 3-4 • 10AM-5PM



WLIT

(20) 30 Second Spots the Week of May 26

+

Digital Upcoming Events Campaign

93.9

LITE FM



Pioneer Press Front Page Sticker

Distributed in Wilmette, Winnetka, Evanston, Glencoe, Glenview, and Northbrook



Chicago Gallery News

Distribution of 10,000



Deerfield Art Festival, June 3-4



This Weekend, June 3-4 | Downtown Deerfield

Celebrate art al fresco with 80+ juried artists at the Deerfield Art Festival on Park Avenue in downtown Deerfield. This tree-lined, tranquil setting allows for easy and pleasant festival viewing. Live music, kid's art projects, and delicious food/drink offerings round out a healthy festival atmosphere. Free to all, the festival runs June 3-4, on Park Avenue north of Deerfield Road. Enter to win an art fest gift card!

DeerfieldArtFestival.com



Total Paid Impressions

476,176



Public Relations & Social Media

Total Reach 67,934 ++

Emails from Amdur Productions

❖ June Preview Shows: Reach

14,338

❖ “This Weekend” Dedicated

E-Blast: Reach 14,319

❖ “Friday Forecast” Dedicated

E-Blast: Reach 14,385



The forecast for the first weekend of June at the Deerfield Art Festival calls for diving into summer with art from 100 Artists! Spend an exciting weekend with family and friends enjoying art activities, food & beverages, sunshine, and supporting the inaugural Amdur Productions Deerfield Art Festival!

[See Festival Details](#)

[Download Festival Map!](#)



Forecast

This weekend calls for ringing in the first weekend of June with gorgeous warm days!



Amazing Art

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



Join us for our first Art Festival weekend of June!

This weekend is the Inaugural Amdur Productions Deerfield Art Festival! Enjoy free entry to two days of fun for the whole family with all of the activities available below!

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



Hosted by the Village of Deerfield & Produced by Amdur Productions



June 3-4

FREE ADMISSION!

- 10 am - 5 pm on Saturday
- 10 am - 5 pm on Sunday
- Deerfield, Illinois

[See Festival Details](#)

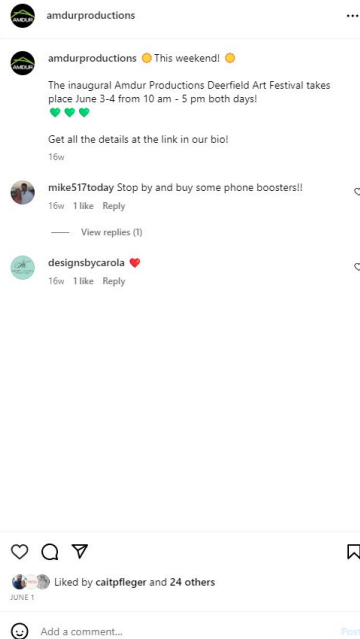
Simple Texting

Reach of 974

THIS WEEKEND ONLY, June 3 & 4, the Deerfield Art Festival in Downtown Deerfield, IL! Get all the details here: <https://txt.so/sample>

Instagram & Facebook

17 Posts, 45 Stories, Dedicated Event Page, Featured Cover Photo



Eventbrite

Eventbrite Event Reach: 799

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





Calendar Listings & Online News Stories

Chicago Star Media – June 7 th

Feature story on Amdur including all shows from June 7 th on

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

Axios Chicago – Monica Eng reported on top things to do this week.

<https://www.axios.com/local/chicago/2023/06/01/festivals-in-chicago-this-weekend>

Patch - Eric DeGrechie, did a feature about the upcoming festival.

<https://patch.com/illinois/deerfield/village-deerfield-art-festival-returns-june-3-4>

Daily Herald – Luke Zurawski did a roundup of things to do.

<https://www.dailyherald.com/entlife/20230531/festivals-june-2-8-cream-of-wheat-n-rose-fest-fox-river-arts-ramble-and-more>

Chicago North Shore Moms Blog

<https://chicagonorthshoremoms.com/event/deerfield-art-festival-2023/2023-06-04/>

Chicago Tribune/Lake County News Sun – Sheryl DeVore included the Deerfield Art Festival as a top

pick

<https://www.chicagotribune.com/suburbs/lake-county-news-sun/ct-lns-things-to-do-st-06-02-20230525-4mnttkaaxfwzm5hpks76qbxu-story.html>

Allevvents.in:

<https://allevvents.in/deerfield/deerfield-art-festival-deerfield-illinois/80001726446279?ref=sm>
dl

Daily Herald:

<https://www.dailyherald.com/calendar/#!/details/Deerfield-Arts-Festival/11971507/2023-06-03T10>

<https://www.dailyherald.com/calendar/#!/details/Deerfield-Arts-Festival/11971507/2023-06-04T10>

Evensi/Events.com:

<https://discover.events.com/us/illinois/highland-park/e/culture/deerfield-art-festival-deerfield-illinois-821-park-ave-427152825>

EventCrazy.com:

<https://www.eventcrazy.com/Deerfield-IL/events/details/898230-Deerfield-Art-Festival-Deerfield-Illinois>

Eventrii/Evvnt:

<https://app.evvnt.com/events/1511307/manage>

Festival Guides and Reviews

<https://festivalguidesandreviews.com/illinois-festivals/>

Libertyville Moms

<https://libertyvilleareamoms.com/event/deerfield-art-festival/>

Metromix:

<https://www.chicagotribune.com/entertainment/things-to-do/ct-things-to-do-in-chicago-htmlstory.html#!/details/Deerfield-Arts-Festival/11971507/2023-06-03T10>

<https://www.chicagotribune.com/entertainment/things-to-do/ct-things-to-do-in-chicago-htmlstory.html#!/details/Deerfield-Arts-Festival/11971507/2023-06-04T10>

Natural Awakenings:

<https://www.nachicago.com/events/263555/deerfield-art-festival-deerfield-illinois>

Shaw Local:

<https://www.shawlocal.com/my-suburban-life/local-events/#!/details/Deerfield-Arts-Festival/11971507/2023-06-03T00>

<https://www.shawlocal.com/my-suburban-life/local-events/#!/details/Deerfield-Arts-Festival/11971507/2023-06-04T00>

<https://www.shawlocal.com/my-suburban-life/local-events/#!/details/Deerfield-Arts-Festival/11971507/2023-06-04T00>

WGN TV:

<https://wgntv.com/community-events/#!/details/Deerfield-Arts-Festival/11971507/2023-06-03T00>

<https://wgntv.com/community-events/#!/details/Deerfield-Arts-Festival/11971507/2023-06-04T00>

WGN Radio:

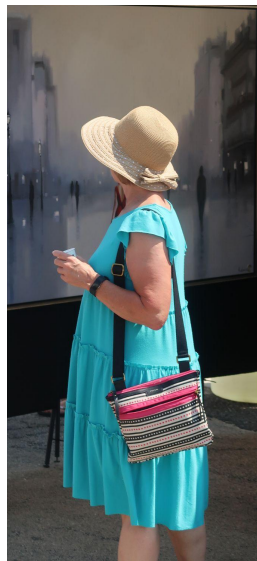
<https://wgnradio.com/community-calendar/#!/details/Deerfield-Arts-Festival/11971507/2023-06-03T00>

<https://wgnradio.com/community-calendar/#!/details/Deerfield-Arts-Festival/11971507/2023-06-04T00>

Zapp: <https://www.zapplication.org/event-info.php?ID=10886>



Favorite Festival Photos!









Thank You!

