



*Wilmette
Art Fair*

2023 Recap

The Basics

First Annual Festival!

August 5 & 6, 2023

- Saturday from 10AM to 5PM
- Sunday from 10AM to 5PM

First Weekend in August

Weather was in the 70's to low 80's with on and off rain

Overview

92 Artists

7 Sponsors

Mobile Music Stage + Solo Stage

Soul & Smoke

Chill's Italian Ice

Suzie's Sugar Buzz

Churro Babes

Beer & Wine

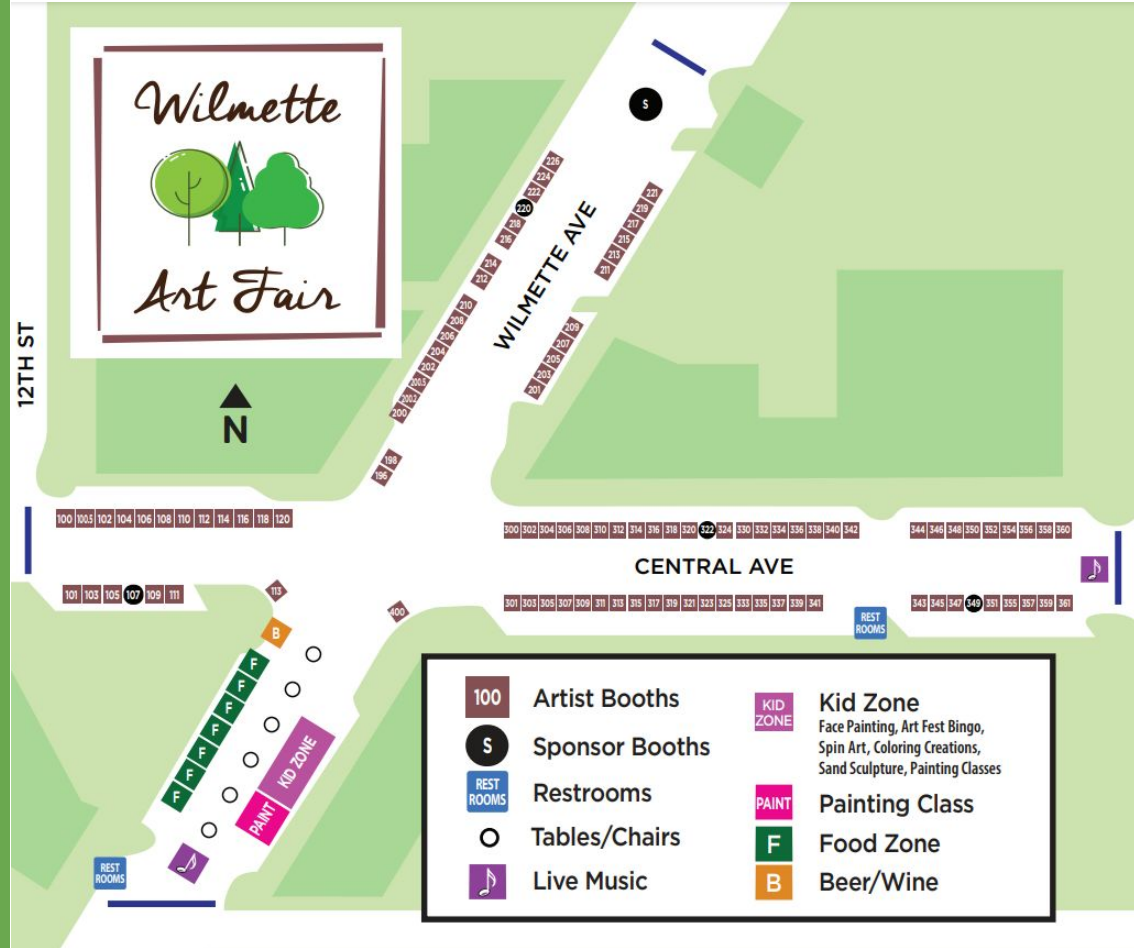
"Start to Paint"

Kids Zone

Selfie Stations

Graffiti Walls

Bubble Lady Bubbles



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 the Wilmette Art Fair
- 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 over 2 weeks
- Top 100 Artists were invited

NEW FESTIVAL!



Introducing the Wilmette Art Fair hosted on the lovely, quaint streets of Wilmette, Illinois on the shores of Lake Michigan. Affluent and educated arts lovers frequent the upscale retail shops, galleries, cafes and restaurants. 130 juried artists in all mediums. No buy/sell.

August 5-6, 2023
Wilmette, Illinois

Jury Fee: \$25

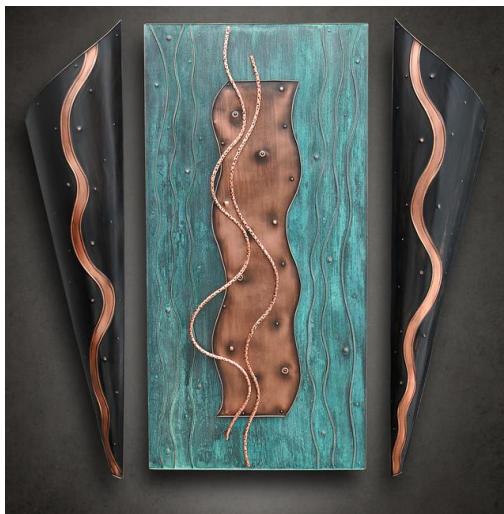
Space Fee: \$425

Double Deal: \$715

Apply today at
AmdurProductions.com







The Music

David Dallison Duo & Trio

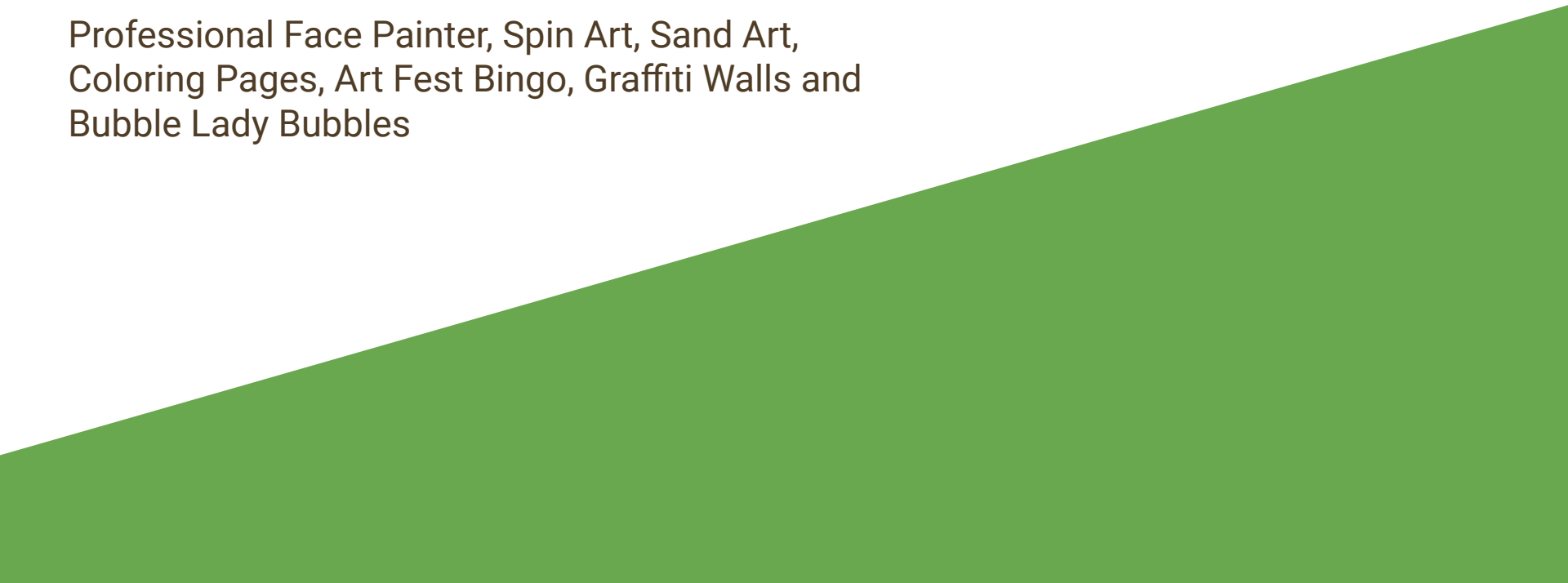
Cirrus Falcon

Michelet



Kids Zone

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





“Start to Paint”

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



Marketing

Multi-Layered Marketing Plan



Street Banners
&
Green Bay Road
Banner



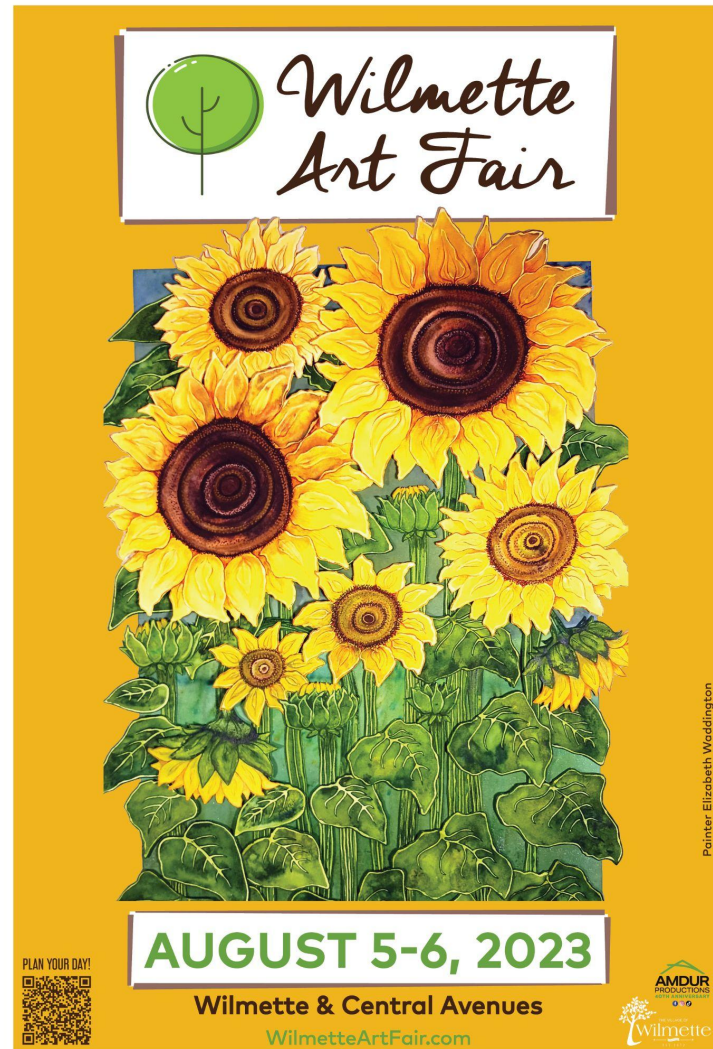
**AUGUST
5-6**

Wilmette Art Fair

**WILMETTE/
CENTRAL
AVES**

Posters

Distributed 30 Days Prior to
the Event



Direct Mail Piece

Distribution of 15,000



Painter: Elizabeth Woodington

AUGUST 5-6, 2023

Wilmette & Central Avenues
WilmetteArtFair.com



Always Free! Always Fun! Always Festive!

WILMETTE ART FAIR

AUGUST
5 6

10AM-5PM • Wilmette & Central Aves, Wilmette

Plan your day at Wilmette Art Fair!

- Admire the creativity of 100 original artists
- Enjoy free entry and easy, free lot parking
- Treat yourself to a cold beer or sangria, live music and delicious snacks from Wilmette's favorite restaurants
- Stop in the Kid Zone - for art fest bingo, spin art, sand sculpture, coloring, drawing & more
- Become living art in the Face Painting tent!
- Take a live painting class at the fest!
- Our sponsor Royal Canin invites you to explore interactive activities about cats and their health!
- Brought to you by the Village of Wilmette
- Purchase Art Festival Gift Cards for a thoughtful gift - available now at ArtZipper.com/gifts

Preview art & shop early: WilmetteArtFair.com

A Summer of Color and Fun!

Scan below for our 2023 festival schedule in and around the Chicagoland area,

and enter to **WIN AN ART FEST GIFT CARD!**



AMDUR PRODUCTIONS
50TH ANNIVERSARY
More info 847-926-4300
AmdurProductions.com

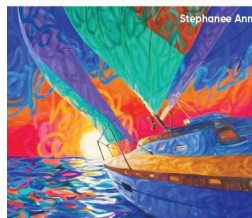
Follow us!



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



Stephanie Ann



Elliot Hubbard



Julie Foster



Live Painting Class



Face Painting



Nina Hama



Get Festive



Wilmette Art Fair

Targeted Digital EBlast

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

A perfect summer day awaits at the Wilmette Art Fair! Start your day with breakfast at your favorite downtown Wilmette spot, then enjoy thousands of paintings, sculpture, photographs, jewelry and more on Wilmette and Central Avenues! Become living art with face painting, and make your masterpiece with a live painting class. Take a break with a cold beer or sangria and enjoy the live music stage. Be sure to look for Kid's Art Stop and Live Art Demo signs to get interactive with the artists. There's something for everyone from traditional to modern tastes! We'll see you soon at the Wilmette Art Fair!

Always Free! Always Fun! Always Festival!

ENTER TO WIN AN ART FEST GIFT CARD →



Wilmette Art Fair

August 5 & 6 • Downtown Wilmette

PLAN YOUR DAY! →



100 Original Artists in all Mediums

PEEK AT THE ART →



Kid Zone • Live Music • Painting Classes

MORE TO DO! →



PLAN YOUR DAY AT WILMETTE ART FAIR

Addressable Geofencing

Distribution to All Devices in
10,000 Wilmette Homes &
Beyond



Pioneer Press Front Page Sticker

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



Chicago Gallery News

Distribution of 10,000



August 1, 2023

Wilmette Art Fair, August 5 and 6



The quaint streets of Wilmette play host to the Wilmette Art Fair, August 5 and 6. This historic community welcomes 100 juried artists, showing their best in painting, sculpture, wearable art, jewelry and more. The Kid Zone, live painting classes, music stages and more add to the festival atmosphere. Look for Live Art Demo stations to see the art making process and interact with artists. Enter to win an art fest gift card!

WilmetteArtFair.com

Total Paid Impressions

470,976 ++

A solid green bar with a diagonal gradient, starting from the bottom left and extending towards the top right, occupying the lower half of the slide.

Public Relations & Social Media

Total Reach 50,350 ++



Emails from Amdur Productions

- August Shows Preview Email
Reach: **15,306**
- Tuesday E-Blast “This Weekend”
Reach: **15,333**
- Friday Forecast Eblast Reach:
15,311

Instagram & Facebook

25 Stories, 13 Posts, Cover Photo & Dedicated Facebook Event

 Amdur Productions is with Sher Berman Glass Beads and Heidi Hess Designs.
August 2 • 📍

INTRODUCING... THE BRAND NEW WILMETTE ART FAIR! 🌻💚

This Saturday and Sunday be a part of this inaugural art fair, located in the charming c of Wilmette on Central & Wilmette Avenues.

Plus! Check out a little early art preview 📸

B... See more



 Amdur Productions is at Village of Wilmette.
August 3 • Wilmette, IL • 📍

A picture may be worth a thousand words... but nothing compares to seeing us this Saturday & Sunday and see the art up close and personal! 📸

Wilmette Art Fair | August 5-6, 10 am - 5 pm 🌻🌿📸

Who's joining us?!

#a... See more



 Amdur Productions is at Village of Wilmette.
August 2 • Wilmette, IL • 📍

Do you love Wilmette and history? Then there is a beautiful piece waiting for you this weekend at the 1st Annual Wilmette Art Fair! 📸📸

Check out this photographic art piece by @markherschphotography! Merging historic photographs with modern day photographs from the same location is the perfect gift for the history lover in your life!

📸 Look at more historic photography at booth 118/120 this weekend! 🌻

Th... See more



Eventbrite



Eventbrite Event Reach: 481

- We gave away \$100 in art festival gift cards that was used to purchase art at the art fair through the Eventbrite website!

Simple Texting

Total Reach 1,965

THIS WEEKEND: August 5-6 | Join us for the 1st Wilmette Art Fair, in Downtown Wilmette! Want more details? >

<https://txt.so/sample>

Calendar Listings

A solid green bar that starts at the bottom left and extends diagonally upwards to the right, covering the bottom half of the page.

Alleevents.in:

<https://allevents.in/wilmette/wilmette-art-fair-wilmette-illinois/80005372733696?ref=smdl>

American Towns:

<https://www.american towns.com/event/wilmette-art-fair-wilmette-illinois-2023-08-06-wilmette-il.html>

Chicago Reader:

https://chicagoreader.com/community-calendar-event-listings/?_evDiscoveryPath=%2Fevent%2F1881725-wilmette-art-fair-wilmette-illinois&touch=1691333469

Daily Herald:

<https://www.dailyherald.com/calendar/#!/details/Wilmette-Art-Fair-Wilmette-Illinois/12305154/2023-08-05T10>

Do312:

<https://do312.com/events/2023/8/6/wilmette-art-fair-wilmette-illinois-tickets>

Events.com:

<https://discover.events.com/us/illinois/wilmette/e/music/wilmette-art-fair-wilmette-illinois-wilmette-avenue-central-427405795>

Eventcrazy.com:

<https://www.eventcrazy.com/Wilmette-IL/events/details/899733-Wilmette-Art-Fair-Wilmette-Illinois>

Evvt:

https://chicagoreader.com/community-calendar-event-listings/?_evDiscoveryPath=%2Fevent%2F1881725-wilmette-art-fair-wilmette-illinois&touch=1691333469

Metromix/Trib Local:

<https://www.chicagotribune.com/entertainment/things-to-do/ct-things-to-do-in-chicago-htmlstory.html#!/details/Wilmette-Art-Fair/12149155/2023-08-05T10>

Natural Awakenings:

<https://www.nachicago.com/events/268305/wilmette-art-fair-wilmette-illinois>

Oaklee's Guide:

<https://oakleesguide.com/calendar/#!/details/Wilmette-Art-Fair-Wilmette-Illinois/12305154/2023-08-05T10>

Shaw Local:

<https://www.shawlocal.com/my-suburban-life/local-events/#!/details/Wilmette-Art-Fair/12149155/2023-08-05T10>

WGN TV:

<https://wgntv.com/community-events/#!/details/Wilmette-Art-Fair/12149155/2023-08-05T10>

WGN Radio:

<https://wgnradio.com/community-calendar/#!/details/Wilmette-Art-Fair/12149155/2023-08-05T10>

WikiDo:

<https://www.wikido.com/us/il/wilmette/event/wilmette-art-fair-wilmette-illinois-169133569089/52553>

Yelp:

<https://www.yelp.com/events/wilmette-wilmette-art-fair-wilmette-illinois>

Zapp:

<https://www.zapplication.org/event-info.php?ID=10887>

Favorite Photos!







Thank You!



AMDUR
PRODUCTIONS

40TH ANNIVERSARY