

THIRD WARD Art Festival

Hello Third Ward Art Festival Artists,

We are excited to have you exhibit your art at the Third Ward Art Festival, August 30-31, 2025! Show hours are 10AM to 5PM each day.

Here's What You Need to Know

Check-In and Load-In Times

Friday, August 29

Flight 1: 6pm-7pm

- ODD Numbered Booths **EXCEPT** 59.1, 59.5, 61.5, 63.5, 63.7, 65.5, 67.5, 67.7, 81.5, 81.7, 123.5, 125.5, 211 and 413

Flight 2: 7:30pm-8:30pm

- EVEN Numbered **EXCEPT** 60.1, 60.5, 106.1, 106.5, 616 and 314
- Booths 61.5, 63.5, 63.7, 65.5, 67.5, 67.7, 81.5, 81.7, 123.5, 125.5

Flight 3: 8:30pm-9pm

- **Intersection booths and end cap booths. Booths 59.1, 59.5, 60.1, 60.5, 105.1, 105.5, 106.1, 106.5, 211, 314, 413 and 616**

Check-in will close at 9pm. Set-up may continue. Artists who want to come after check-in closes must call our festival phone (847-238-2242) to notify us during check-in hours.

Saturday, August 30

6am-8am: All Artists. Vehicle entry as allowed. Check-In will close at 8am. Set-up must be completed by 9:30am. All artists' vehicles have to be outside of the festival footprint by 9am.

Booth Number

[Click here for booth numbers.](#) There were many corner requests and we were not able to fulfill everyone. We made every attempt to fill special requests. Booth numbers are subject to change. We will notify you of any changes.

Check-In Location (Subject to change)

Our check-in location will be on the south east corner of Broadway and Menomonee. Approximate GPS location is 148 N Broadway, Milwaukee, WI 53202.

Load-In Instructions

Park OUTSIDE of the festival footprint

Check-in and get credentials

Drive in slowly with your windows down and your hazards on

Pull up to your space location

Unload everything in your space

Park your vehicle

Return to your booth space and set up

All artists should not set up their booth until their car has left the festival grounds.

Festival Map

Attached to this email.

Discounted Parking Using Spot Hero

Artists can use the discounted parking app, Spot Hero! It's easy to use and has multiple lots and garages in the area that you can book at discounted rates. Amdur Productions is not affiliated with Spot Hero.

RV's and Trailers Only

Beginning Friday, August 29th after 4 PM through Sunday, August 31st until 10 PM

We have coordinated complimentary parking for trailers and RV's at the Italian Community Club Milwaukee, just three blocks from the art festival! The address for the parking lot is 178 N Jackson St, Milwaukee, WI 53202. The Italian Community Club lot is only for RV's and Trailers only. All other vehicles should find alternative parking.

Parking Instructions for the Italian Community Club:

- Go to 178 N Jackson St, Milwaukee, WI 53202
- Park in an unreserved space at 178 N. Jackson St in the southern most part of the parking lot.
- Scan QR code on signs located throughout the lot
- Enter license plate
- Select rate
- Enter promo code: **253WAF**
 - Be sure to click "Apply" and the total will drop to "\$0"

Storage

Storage will be available behind booths. Booths on Broadway will share with their neighbors behind them. Back storage must be tidy.

Tent Weights

Every tent will need to have AT LEAST 60 pounds per tent leg and strong straps or rope to attach the weights to the tent. No cinder blocks or water jugs allowed as weights. Weight inspections will occur before the festival opens and throughout the festival to keep everyone safe. Any artist who does not comply with these rules will be required to fix the problem before the festival opens.

Corner and Double Space Requirements

An artist with a corner must either have the corner wall open or use the outside wall to display art. Double spaces must be occupied by two 10x10 tents OR one 10x20 tent, unless pre-approved by the festival committee.

Awnings

Awnings are allowed in all booth locations.

Art Festival Gift Cards

To stimulate art buying at the festival, Amdur Productions sells and gives away \$25 gift cards to attendees! Please honor the \$25 gift card as payment. Patrons must use each \$25 gift

card in whole and not in part (no change is given). Then fill out your name on the gift card and bring it to an Amdur Productions' staff member. We will reimburse you the amount with cash right at the festival!

Bring A Water Bottle!

In an initiative to be eco-friendly and reduce our carbon footprint, instead of plastic water bottles, we will have a water refill station in our festival office.

ProPanel Renters

Artists renting our propanels are responsible for their own hanging equipment. Here's a great resource for ways to hang your artwork:

<https://www.propanels.com/product-category/hanging-systems/>

Are You Demonstrating On Site?

Let us know so we can talk about it in our PR and community outreach!

Purple Ribbon Project

Join Amdur Productions in supporting WINGS Program, Inc., an organization dedicated to ending domestic violence through housing, advocacy, and education. Artists can pick up a purple ribbon at check-in and place it on select pieces in their booth. If the marked piece sells, the artist donates a portion of the sale to WINGS. Donations can be made at wingsprogram.com/donate—please write "Amdur Productions" when asked how you heard about WINGS. Thank you for participating!

Promote, Promote, Promote!

Pre-promotion is EVERYTHING! Attached is the file for the promotional poster and additional graphics to use in your emails and social media postings! Use the following hashtags when you post: #ThirdWardArtFestival #AmdurProductions

Type these into your post to tag us and the event: @Amdur Productions @Third Ward Art Festival

Follow Us on Facebook and Instagram

Make sure you're following Amdur on social media! Tag us in all your promotional materials leading up to the festival so we can repost them to our community of festival-goers! You can also share our content for the art festivals to make it easy. Access our social accounts here:

<https://linktr.ee/amdurproductionssocial>

Questions?

Before the festival, call our office at [847-926-4300](tel:847-926-4300). If you are calling on the day of load-in, call our festival phone (847-238-2242).

See you soon!

DETAILS SUBJECT TO CHANGE. WE WILL EMAIL ANY CHANGES TO ARTISTS.