



# BAYFIELD

*& the Apostle Islands*

## APPLICATION AND AD BUY SHEET 2025 ART ESCAPE

SEPTEMBER 6-14, 2025 • BAYFIELD, WI • BAYFIELD.ORG

### WELCOME TO ART ESCAPE

From painters, jewelers, potters, sculptors to woodworkers and performers, the Chequamegon Bay's high quality art scene is worth celebrating. The fourth annual Art Escape is a nine day celebration of all things art across the Chequamegon Bay. Area artists will be able to feature their art at a time and date chosen by the artist between September 6-14, 2025.

This is a prime opportunity to showcase your art via live demos, workshops, and pop-ups to be included in the Bayfield Chamber and Visitor Bureau Art Escape printed guide that will be distributed across target markets in the weeks leading up to the event. Any artist or business in the Chequamegon Bay has the opportunity to place advertising in our printed guide. Please fill out this form for advertising your event and/or business.

### LAKE SUPERIOR INSPIRED

In honor of Lake Superior, Art Escape will highlight artists whose content is inspired by the Big Lake. Those artists will be given a badge that says LAKE SUPERIOR INSPIRED to display in their gallery and have a special icon in the Art Escape guide.

Examples of materials that are LAKE SUPERIOR INSPIRED include: Lake Superior agates, sea glass or basalt set in jewelry, painted or photographic images of Lake Superior, ceramics built with local clay.

☐ YES, I USE MATERIALS INSPIRED FROM LAKE SUPERIOR

### ADVERTISING IN THE ART ESCAPE GUIDE

We're excited to offer you the opportunity to purchase ad space in our upcoming directory. Any business is welcome to advertise in the Art Escape guide. This is your chance to promote your business, gallery, share your artistic journey, post events and open hours. You have the flexibility to choose how to use your ad space, whether for a traditional business ad or something more personal and engaging. All ads and stories must be print ready when submitted.

#### Art Escape Guide Distribution and Impact:

**Audience:** Readers of the Art Escape Guide are actively planning and looking for new opportunities to explore art in and around the Chequamegon Bay.

**Circulation:** Print: July - September 2025 - 6,000 Guides. Distributed to target markets across Wisconsin and Minnesota. Also available on Bayfield.org, approximately 16,000 page views.

**Impact:** Over the last three years, Art Escape has generated \$6 million dollars in economic impact for Bayfield County and Madeline Island. We hope to continue that momentum for years to come and keep putting Bayfield on the map as an art destination.

### TIMELINE

MARCH/APRIL	MAY 15	JULY	SEPT 6-7	SEPT. 6-14
APPLICATIONS OPEN	APPLICATION AND ADS/CONTENT DUE	ART ESCAPE GUIDE DISTRIBUTION	BAYFIELD FESTIVAL OF ARTS	ART ESCAPE EVENTS TAKING PLACE



# APPLICATION AND AD BUY SHEET 2025 ART ESCAPE - CONTINUED

## PART A: CONTACT INFORMATION

CONTACT NAME: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

PHYSICAL ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

BUSINESS PHONE: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEBSITE/SOCIAL MEDIA: \_\_\_\_\_

PLEASE SELECT FROM THE FOLLOWING ADVERTISING OPTIONS IN PARTS B, C & D

## PART B: PAID AD/CONTENT SPACE

We're excited to offer you the opportunity to purchase ad space in our upcoming directory. This is your chance to promote your gallery, share your artistic journey, or both. You have the flexibility to choose how to use your ad space, whether for a traditional business ad or something more personal and engaging. All content must be print ready when submitted.

### How It Works:

Choose Your Size: Select the size that best fits your needs. We offer multiple options to suit your budget and goals. Once you've selected a size, you have three creative options:

- ☐ **Traditional Business Ad:** Promote your gallery or studio with a professional ad. Include your gallery's logo, location, contact information, and any special promotions or services you offer.
- ☐ **Personal Story/Article:** Choose from the space options below to share your unique journey as an artist or the story behind your gallery. This can be a powerful way to connect with potential clients and art enthusiasts on a more personal level. **(500 WORD MAX)**
- ☐ **Combo (Ad and Story):** Blend the two together to tell your story while including your gallery's logo, location, contact information and any special promotions or services you offer. **Only available in a full page size.**

## SELECT AD/CONTENT SIZE

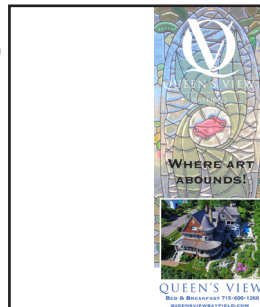


### COVERS & FULL PAGE W/ BLEED

Image Size: 8.75" (wide) x 11.125" (high)  
Trim Size: 8.5" (wide) x 10.875" (high)

Prices:

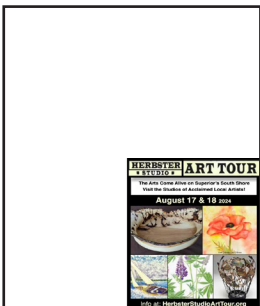
- ☐ \$400 (inside covers)
- ☐ \$300 (full page)



### HALF PAGE VERTICAL W/ BLEED

Image Size: 3.66" (wide) x 9.875" (high)

☐ Price: \$150



### QUARTER PAGE

Image Size:  
3.66" (wide) x 4.8475" (high)

☐ Price: \$75



### HALF PAGE HORIZONTAL W/ BLEED

Image Size: 8.75" (wide) x 5.5975" (high)  
Trim Size: 8.5" (wide) x 5.3475" (high)

☐ Price: \$150



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# APPLICATION AND AD BUY SHEET 2025 ART ESCAPE - CONTINUED

## PART C: EVENT LISTINGS \$25 EACH

Instructions: Check the box next to each date you plan to host an event. Fill out each event field completely. Add up all events under total in part E.

### ☐ EVENT INFORMATION: SATURDAY, SEPT. 6

EVENT NAME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

TIME: \_\_\_\_\_

REGISTRATION REQUIRED: ☐ YES ☐ NO

REGISTRATION FEE: \_\_\_\_\_

DESCRIPTION (50 WORDS MAX)

\_\_\_\_\_

TYPE OF EVENT: ☐ DEMO ☐ WORKSHOP ☐ PERFORMANCE

☐ YOUTH ☐ ADULT ☐ BOTH

### ☐ EVENT INFORMATION: SATURDAY, SEPT. 7

EVENT NAME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

TIME: \_\_\_\_\_

REGISTRATION REQUIRED: ☐ YES ☐ NO

REGISTRATION FEE: \_\_\_\_\_

DESCRIPTION (50 WORDS MAX)

\_\_\_\_\_

TYPE OF EVENT: ☐ DEMO ☐ WORKSHOP ☐ PERFORMANCE

☐ YOUTH ☐ ADULT ☐ BOTH

### ☐ EVENT INFORMATION: SATURDAY, SEPT. 8

EVENT NAME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

TIME: \_\_\_\_\_

REGISTRATION REQUIRED: ☐ YES ☐ NO

REGISTRATION FEE: \_\_\_\_\_

DESCRIPTION (50 WORDS MAX)

\_\_\_\_\_

TYPE OF EVENT: ☐ DEMO ☐ WORKSHOP ☐ PERFORMANCE

☐ YOUTH ☐ ADULT ☐ BOTH

### ☐ EVENT INFORMATION: SATURDAY, SEPT. 9

EVENT NAME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

TIME: \_\_\_\_\_

REGISTRATION REQUIRED: ☐ YES ☐ NO

REGISTRATION FEE: \_\_\_\_\_

DESCRIPTION (50 WORDS MAX)

\_\_\_\_\_

TYPE OF EVENT: ☐ DEMO ☐ WORKSHOP ☐ PERFORMANCE

☐ YOUTH ☐ ADULT ☐ BOTH

### ☐ EVENT INFORMATION: SATURDAY, SEPT. 10

EVENT NAME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

TIME: \_\_\_\_\_

REGISTRATION REQUIRED: ☐ YES ☐ NO

REGISTRATION FEE: \_\_\_\_\_

DESCRIPTION (50 WORDS MAX)

\_\_\_\_\_

TYPE OF EVENT: ☐ DEMO ☐ WORKSHOP ☐ PERFORMANCE

☐ YOUTH ☐ ADULT ☐ BOTH

### ☐ EVENT INFORMATION: SATURDAY, SEPT. 11

EVENT NAME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

TIME: \_\_\_\_\_

REGISTRATION REQUIRED: ☐ YES ☐ NO

REGISTRATION FEE: \_\_\_\_\_

DESCRIPTION (50 WORDS MAX)

\_\_\_\_\_

TYPE OF EVENT: ☐ DEMO ☐ WORKSHOP ☐ PERFORMANCE

☐ YOUTH ☐ ADULT ☐ BOTH

### ☐ EVENT INFORMATION: SATURDAY, SEPT. 12

EVENT NAME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

TIME: \_\_\_\_\_

REGISTRATION REQUIRED: ☐ YES ☐ NO

REGISTRATION FEE: \_\_\_\_\_

DESCRIPTION (50 WORDS MAX)

\_\_\_\_\_

TYPE OF EVENT: ☐ DEMO ☐ WORKSHOP ☐ PERFORMANCE

☐ YOUTH ☐ ADULT ☐ BOTH

### ☐ EVENT INFORMATION: SATURDAY, SEPT. 13

EVENT NAME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

TIME: \_\_\_\_\_

REGISTRATION REQUIRED: ☐ YES ☐ NO

REGISTRATION FEE: \_\_\_\_\_

DESCRIPTION (50 WORDS MAX)

\_\_\_\_\_

TYPE OF EVENT: ☐ DEMO ☐ WORKSHOP ☐ PERFORMANCE

☐ YOUTH ☐ ADULT ☐ BOTH

### ☐ EVENT INFORMATION: SATURDAY, SEPT. 14

EVENT NAME: \_\_\_\_\_

LOCATION: \_\_\_\_\_

TIME: \_\_\_\_\_

REGISTRATION REQUIRED: ☐ YES ☐ NO

REGISTRATION FEE: \_\_\_\_\_

DESCRIPTION (50 WORDS MAX)

\_\_\_\_\_

TYPE OF EVENT: ☐ DEMO ☐ WORKSHOP ☐ PERFORMANCE

☐ YOUTH ☐ ADULT ☐ BOTH

# ARTIST AND AD BUY SHEET 2025 ART ESCAPE - CONTINUED

## PART D: OPEN HOURS, DATES, AND LOCATION LISTING \$50

☐ Instructions: Check the box to the left and fill out the fields completely. Business have the option to list their open hours in the printed Art Escape Guide. Each listing includes a photo. Upload a photo at the end of this document.

BUSINESS NAME: \_\_\_\_\_

PHYSICAL ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_

OPEN HOURS (SEPT. 6-14): \_\_\_\_\_

\_\_\_\_\_

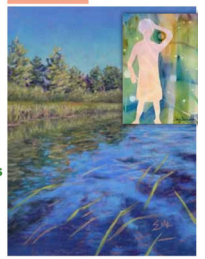
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



LA POINTE CENTER FOR THE ARTS  
SEPT 7, 8, 11AM-4PM  
SEPT 11, 12, 13, 14, 15, 11AM-4PM  
103 LAKEVIEW PLACE, LA POINTE, WI  
LAPOINTECENTER.ORG



LOSING MOM GROUP EXHIBITION  
AND WORKS BY THE BLUE VIEW  
PASTEL GROUP EXHIBITION  
SEPT 7, 10AM-4PM  
(OPENING RECEPTION 5-7PM)  
SEPT 8, 10AM-4PM  
SEPT 11, 12, 13, 14, 12PM-5PM  
SEPT 15, 12AM-4PM  
at WASHBURN CULTURAL CENTER,  
1 EAST BAYFIELD ST  
WASHBURNCULTURALCENTER.COM



WOODS HALL GALLERY & STUDIOS  
SEPTEMBER 7-15, 11AM-4PM  
712 FORD RD., LA POINTE, WI  
WOODSHALL.COM

## PART E: TOTAL

PART		TOTAL
PART B: AD/CONTENT SIZE		\$
PART C: EVENT LISTINGS	# OF EVENTS _____ x \$25	\$
PART D: OPEN HOURS, DATES AND LOCATION LISTING		\$
GRAND TOTAL		\$

## PART G: SIGNATURE

I, the undersigned, accept the rules, requirements and procedures outlined above and understand that failure to follow these regulations may result in expulsion from the event. I agree to release and hold harmless the Bayfield Chamber & Visitor Bureau, board of directors, volunteers and representatives from any liability for damage, theft, or loss.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

☐ PLEASE CLICK THE BOX TO UPLOAD YOUR CONTENT AND PHOTOS IF APPLICABLE  
OR  
EMAIL MATERIALS TO KATI ANDERSON (KATI@BAYFIELD.ORG) BY MAY 15

### MAIL CHECKS TO:

BAYFIELD CHAMBER & VISITOR BUREAU  
PO BOX 138 • BAYFIELD, WI 54814

IF YOU WISH TO PAY VIA A CREDIT CARD, A 3.2% PROCESSING FEE WILL APPLY. PLEASE CONTACT THE CHAMBER.

### QUESTIONS? CONTACT:

CAROL FAHRENKROG, EXECUTIVE DIRECTOR  
CAROL@BAYFIELD.ORG

KATI ANDERSON  
PUBLIC RELATIONS MANAGER  
KATI@BAYFIELD.ORG

(715) 779-3335



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