



## Artist Guidelines

### **What is Empowering HeArts?**

Empowering HeArts is an annual celebration of women who have changed lives and shaped their communities. It bridges the worlds of social action and artistic expression in an annual arts competition.

Honorees are nominated by the community and selected by the Empowering HeArts Planning Committee.

The Empowering HeArts Gala presents the creative works of Santa Clarita Valley artists who create unique and inspiring art forms inspired by these real-life stories. Art is juried, and two prizes are awarded as follows:

- Dottie Award - awarded to the artist who creates the most compelling visual story.
- People's Choice Award - awarded by the gala attendees from votes taken at the event.

It is SMO's hope that through sharing these powerful stories in word and art, these extraordinary women will impact and inspire others to rise above their own circumstances.

Empowering HeArts is SMO's signature fundraising event. All proceeds from the event are used to support programs which empower single parents to effectively care for their families.

### **The Theme: Survivor**

Artists are asked to create artwork of their honorees. Inventive interpretation of the theme as it applies to each honoree is strongly encouraged of the artists, as are imagination and personal artistic style.

In keeping with the supportive spirit of Single Mothers Outreach, and to the greatest degree possible within the artists' own disciplines, artists are asked to assure that the Honorees are identifiable to people who know them when viewing the finished art.



It is critical that the artist's work closely with their honorees in order for them to be comfortable with how they are portrayed. Each honoree will be given the art made by the artist they are matched with.

### **Benefits of Participation**

- Appropriate mention of authorship in all uses by SMO
- Complimentary Admission for the Artist

### **Gala Event**

The Gala showcases the honorees and her artist, and the artwork is shown to the public for the first time. Local dignitaries, family, friends and the greater SCV community are invited to view the art and read the stories of each of the honorees and watch the awarding of the two prizes handed out that evening.

- Date: August 7, 2021
- Who attends: City of Santa Clarita officials, prominent members of Santa Clarita, members of the Junior Chamber of Commerce (Jaycees), members of local women's clubs (Soroptimist International, Zonta International) and SCV Media, along with other community members.

### **Honoree and Artist Pairings**

The Empowering HeArts Planning Committee will choose the artist and honorees pairings. Artist and honorees are not permitted to choosing their partners.

### **Art Medium**

The art medium is photography, collage, sculpture or painting.

### **Entry Rules**

- There is no entry fee.
- Artists must produce art depicting the assigned story.
- All resulting art will be given to the honoree and will not be returned to the artist.



- A description of the artwork must be listed on the contest entry form, which accompanies the entries.

***\*Rules for Photographers***

1. Reasonable digital adjustments are permitted.
2. A .jpg file of at least 300 dpi of the pieces must be submitted. SMO is not required to use any piece produced by the photographer. No watermarks or other such distortions of the image are permitted.
3. Signed SMO Model Releases of participants will be provided to the photographers for their records upon assignment of their honoree.

***\*Rules for Sculptors***

1. Sculptures must be no wider than 2 ft. and no taller than 4ft.

***\*Rules for Painters***

1. Minimum 18” on the short side
2. Max 36” on the long side

**Display**

- Photography/Collage - mounted on 1/4-inch foam core.
- Painting/Watercolor- framed or presented in a way that it can be hung from a standard art wall
- Sculpture (or other non-hangable art) - free standing or be able to be set atop a standard art pedestal.

**Financial Responsibility**

Participating artists provide and pay for all art mounting, framing, and customized art display aids.

**Art Deadlines**

- The announcement of the chosen artists will be on March 15th 2021



- After announcing the artist and honoree pairings, artists must bring in a description of the planned artwork on April 15 2021 (written description must contain at least 50 words.)
- Final artwork must be submitted to SMO by June 7, 2021.

\*Dates are subject to change

### **Judging**

Judges' decisions are final and in their sole and absolute discretion. Judges will be tasked with jurying art submissions based on the following criteria:

- Effectively captures competition theme (15 pts)
- Story telling (15 pts)
- Impact (15 pts)
- Style: (10 pts)
- Composition (10 pts)
- Creativity (5 pts)
- Lighting/Shading/Depth (10 pts)
- Color Harmony (10 pts)
- Technical Excellence/Print Quality (5 pts)
- Technique (5 pts)

### **Expected Use**

SMO reserves the right to exhibit, reproduce entries and retain the proceeds of any sales as unrestricted income. Other expected uses include, but are not to be limited to: pamphlets, event programs, photo books, calendars, note cards, newsletters and display upon the SMO website.

### **Important Links**

Single Mothers Outreach: [www.singlemothersoutreach.org](http://www.singlemothersoutreach.org).

Empowering HeArts information: [www.singlemothersoutreach.org/empoweringhearts](http://www.singlemothersoutreach.org/empoweringhearts)

Facebook:

- SMO: [www.facebook.com/SingleMothersOutreach](https://www.facebook.com/SingleMothersOutreach)
- Empowering HeArts: [www.facebook.com/EmpoweringHeArts](https://www.facebook.com/EmpoweringHeArts)



**Sample Portfolio and Application Deadline**

To be considered for the 11<sup>th</sup> Annual Empowering HeArts Gala, please send an electronic sampling of your portfolio along with your signed indemnity, to [admin@smoscv.org](mailto:admin@smoscv.org) no later than February 28th, 2021. In lieu of submitting your portfolio, you may indicate a web address where your portfolio may be viewed by the selection committee on the Indemnity Agreement.

Once signed, please email your application to: [admin@smoscv.org](mailto:admin@smoscv.org) or mail to 24781 Valley St. Suite B Newhall, CA 91321.

Please feel free to contact the office via email or by calling (661) 288-0117 for any further information. Our office is open Monday – Thursday from 9:00 AM – 5:00 PM.



**Indemnity**

I agree to indemnify and hold harmless Single Mothers Outreach from all losses, liabilities, damages, costs or expenses (including, without limitation, attorneys' fees and other litigation costs and expenses) incurred by Single Mothers Outreach as a result of any claims or suits that I (or anyone claiming by, under or through me) may bring against Single Mothers Outreach to recover any losses, liabilities, damages, costs or expenses which arise during or result from my participation in Empowering HeArts regardless of whether or not caused in whole or in part by the negligence or other fault of Single Mothers Outreach.

I agree that I will not sell the art created for this project for any other commercial purpose. I understand however, that I may use this art for my use in portfolios or websites or promotional materials.

Executed this \_\_\_\_\_ day of \_\_\_\_\_ 20 \_\_\_\_\_

Artist's Signature: \_\_\_\_\_

Artist's Printed Name: \_\_\_\_\_