



2017 PERFORMANCE STAGE APPLICATION

The Uptown Association invites you to apply to be a performer on the Performance Stage at the 2017 Uptown Art Fair.

This award winning event is held in Uptown Minneapolis and will take place from August 4 - 6. Uptown Minneapolis is an electric mix of commercial and residential properties in South Minneapolis. The intersection of Lake Street and Hennepin Avenue is the center of a lively, business district and is one of the busiest intersections in the state of Minnesota. The Art Fair is promoted aggressively through dedicated marketing vehicles including web, print, TV, outdoor, radio and social media generating almost 150,000 of impressions in 2016. With exposure to an ideal audience, the art fair draws a diverse group of nearly 400,000 loyal and new attendees. Through this free cultural experience, attendees have the opportunity to visit over 340 artists, food vendors, outdoor beer gardens, live stage performances sponsored by 96.3 K-TWIN in the evenings, a youth art fair, and much more. As this year marks the fifty-fourth time that this successful event will be celebrated, we want to make it the best fair yet!

This document is intended to provide the information needed to make an informed and educated decision about submitting an application to participate as a performer in the Uptown Art Fair.

The application deadline is April 17, 2017. We invite you to read this application thoroughly and provide us with the appropriate information. If you choose, visit www.uptownartfair.com/performance-stage to apply online.

MAIL APPLICATION TO:

**Uptown Association
Attn: Performance Stage
1406 West Lake Street #LL C
Minneapolis, MN 55408**

Performance Stage Operation:

Dates:	Friday, August 4 - Sunday, August 6
Compensation:	All performances are done through voluntary time donation.
Performance Time:	Each performance group will be allotted one hour to set-up, conduct sound check, perform, and tear-down.
Location:	Lotus Restaurant (opening in March) parking lot, 2841 Hennepin Ave S, Minneapolis
Stage and Equipment:	The dimensions of the stage are approximately 20' X 24' at 3' high. The stage canopy is 9'3" from the stage. Sound and production equipment we are providing include a main P.A. system, digital mixing console, and system processing, 5 stage monitors, microphones, and cabling to connect to equipment. You will need to provide your own instruments and stage gear (guitar amps, keyboards, drum-kits, patch cords, power strips, and wireless mics will not be included)
Promotional Material & Merchandise:	There will be a table next to the stage for performers to hand out promotional materials and/or sell merchandise during their performance time. If you choose to use this booth, you must staff it yourself.
Green Room:	There will be a tent set up in the parking lot to use how you see fit. This tent will be available for any clothing changes.

612.823.4581 | info@uptownminneapolis.com



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GENERAL INFORMATION	
PERFORMANCE GROUP NAME:	
GENRE OR TYPE OF PERFORMANCE:	
CONTACT NAME:	
ADDRESS:	
CITY/STATE/ZIP	
PHONE:	
EMAIL:	
PERFORMANCE DETAILS	
Website or audio/visual of performance material: (If you do not have a link please mail a physical copy)	
How many people would be a part of the performance group?	
How long (typically) does it take you to setup, tear down, and perform a sound check?	
How many songs or performances would you be able to perform in the allotted time?	
List the number and description of instruments that would be used.	
List the type of media that you would need played (CD, MP3, iphone, etc.)	
Would you need extra assistance?	
If YES, what type of assistance is needed?	

EXPERIENCE

Have you performed at the Uptown Art Fair in previous years?	
If YES, in what year did you perform?	
Previous Event Experience:	

PERFORMANCE TIMES

Mark your first, second, and third preferred time slots.

Friday, August 4		Saturday, August 5		Sunday, August 6	
			1:00 pm		1:00 pm
	2:00 pm		2:00 pm		2:00 pm
	3:00 pm		3:00 pm		3:00 pm
	4:00 pm		4:00 pm		4:00 pm
	5:00 pm		5:00 pm		

PROMOTION

Links to social media outlets:	
Would you be willing to promote your performance on social media?	
Would you be willing to allow the Uptown Association to promote your performance and provide the public links to your social media accounts?	

Thank you for submitting an application to perform on the Uptown Art Fair Performance Stage. We look forward to viewing your submitted information. If you are accepted, you will be notified.