

billo PRESENTS:  
PREMIUM CANNABIS

# The Artist Series

## Call for Artists: Apparel Collaboration

### Overview:

The Billo Premium Cannabis Dispensary is looking to launch a series of wearable art pieces in partnership with another Colorado based brand, Wana. Both of our businesses hold the talents of local artists in high regard and we are looking at a creative way to showcase their works among Billo customers.

We are soliciting submissions from Steamboat local artists to create a unique piece of art that can be printed on t-shirts and other wearables. The printed shirts will be available in limited supply and used as both customer giveaway items and sold at retail. Our goal is to combine the creative energy of local artists with a compelling sales & marketing promotion for Billo and our brand partner.

Once selected, the winning artist(s) will be highlighted in the Billo Dispensary's marketing materials including website (blog post, featuring a Q&A with the artist), email, SMS/text message, printed materials (flyers around Steamboat), social media, and in-store promotional collateral. We anticipate giving equal promotion to both the artist and the art!

### Details / Theme

The goal with this project is to release a **total of three** original art pieces in the summer of 2024 (June, July, August). The winning art submissions will be printed on wearables and available at the Billo dispensary while supplies last.

Submissions are reserved for artists who reside in either Routt or Moffat Counties.

Selected art will be chosen based on the best representation of the following themes:

- June: "*Pride*"
  - Selected art should represent inclusivity and the celebration of our LGBTQ+ community
- July: "*Freedom*"
  - Selected art should represent a patriotic theme and our freedom in Colorado to consume cannabis
- August: "*Outdoors*"
  - Selected art should represent the natural setting and/or outdoor activities we have to enjoy in Northwest Colorado

Please note that Billo is a cannabis company and we are ideally looking for art that incorporates both the theme of the month (as outlined above) along with how the cannabis plant plays a role in that theme. Billo and Wana logos should not be included. Those will be printed separately on the wearables apart from the art itself.

Artists are encouraged to submit for any or all of these themes they choose. Each month's themed submissions will be judged separately and a single artist could theoretically win multiple months. Winning submissions will be selected by a Billo in-house committee based on the following criteria:

- Overall representation of the theme
- Print viability (i.e. how it would look when printed on a t-shirt)... see specs below
- Commercial appeal (how we anticipate our customers to appreciate the work)

### **Compensation**

Winning artist submissions will be paid \$400 cash plus \$100 Billo Dispensary store credit. In addition, winning artists will be given sample products from our brand partner, Wana.

### **Rights Granted / Image Use**

Selected artist(s) will receive an honorarium of \$400 cash plus \$100 Billo store credit in exchange for the exclusive rights to the artwork for printing on 150 limited-edition t-shirts. Up to (2) additional t-shirt print runs will be compensated at \$150 each (if/when these are produced). Artist(s) also agree to the promotion of the limited-edition t-shirt campaign by Billo and Wana, including both online and printed marketing materials.

### **Specs**

Submitted illustrations for digital artwork should adhere to the following specifications:

- No smaller than 6"x6" and no larger than 12"x12"
  - Note: selected art can/will be proportionately resized to best fit the wearables it will be printed on
- Suggested dimensions are either square or rectangular without exceeding the min/max height and width dimensions above (ex. 8"x6" or 8"x12" would be accepted)
  - Note: canvas borders are not required but can be included as part of the art
- Suggested mediums include sketch art, brushed paint, or digitally designed
  - Note: strokes and colors should be well defined so as to print accurately. We anticipate that "blended" or blurred colors (ex. watercolor) will be difficult to screenprint and therefore will not be considered.
- Maximum number of colors: 4
- Drawings, sketches or paintings should be scanned at 300dpi.
- Digital art can be submitted as high resolution (300dpi) JPG, PNG or PDF files or in vector formats such as .AI, .EPS or .SVG

## **Timeline / Deadlines**

- Submissions for any of the monthly themes can be accepted now, with the final deadlines as follows:
  - SUNDAY, APRIL 28th... for June theme
  - SUNDAY, MAY 26th... for July theme
  - SUNDAY, JUNE 23rd... for August theme
- Submission review and artist selections:
  - June theme winner selected by May 3rd
  - July theme winner selected by June 7th
  - August theme winner selected by July 2nd
- Artist interviews & photos prior to print release
- Monthly printed wearables released June 1, July 1, and August 1

## **Submissions & Contact:**

Please upload your submission at the following web address: [mybillo.com/artist-series](http://mybillo.com/artist-series)

Please direct any questions or requests for additional information to Dave Wittlinger.  
Email: [davew@mybillo.com](mailto:davew@mybillo.com)