



2025 Lilac Festival Poster Prospectus

Theme: Mackinac Island is Cool

CALL TO ARTISTS:

Mackinac Island Tourism is delighted to announce the 2025 Lilac Festival Poster Contest. The winning entry is an integral part of the annual Mackinac Island Lilac Festival and is printed as a poster to be sold at Mackinac Island businesses.

ABOUT THE PROCESS:

Artists are invited to submit artwork for the Lilac Festival Poster Contest and a Peoples' Choice Award. Artists may submit one piece of artwork for a \$20 entry fee. The entry fee is used to support the poster contest and the Lilac Festival.

The Top 20 pieces will be announced and shared on social media and the Tourism Bureau website prior to the Lilac Festival. The winning poster will be announced on Opening Day of the 2025 Tourism Season, May 2nd, 2025.

ABOUT THE FESTIVAL:

The Mackinac Island Lilac Festival is a beloved 10-day event in June. The festival celebrates the unique varieties of lilacs that grow on Mackinac Island and features the Lilac Queen coronation, official poster reveal, 10K Run/Walk, lilac walking tours, lilac planting seminars, bounce houses, Michigan Cornhole tournament, live music, the Grand Parade, and more. The first Lilac Festival poster was produced in 1994.

JUROR AND SELECTION PROCESS

The Mackinac Arts Council will judge submitted entries and select the Top 20 pieces. The Mackinac Island Poster Committee, comprised of Island business and art gallery owners, will select winners of 1st, 2nd, and 3rd place and two honorable mentions.

Judging will be based on a combination of:

- Theme: *Mackinac Island is Cool*
- Lilacs
- Mackinac Island
- Marketability & Sellability

PEOPLES' CHOICE AWARD

The remaining 19 finalists will have their work displayed during the Lilac Festival (June 6-15, 2025) where a voting system will be used and the public will choose their favorite piece. The Peoples' Choice winner will be announced after the Lilac Festival.

ARTIST RECEPTION & POSTER UNVEILING

More information coming soon

CASH AWARDS

\$1,000: 2025 Mackinac Island Poster Winner

\$250: Peoples' Choice Award

CONTACT

Please direct all submissions & questions to Shelby Soberalski at shelby@mackinacisland.org or 906-847-3783

ENTRY REQUIREMENTS:

- Artists 18 and older are welcome to participate.
- All mediums are accepted, keeping in mind that the winning piece must be photographed and will be printed as a poster.
- One entry per artist will be accepted. Artists may submit past artwork if the piece has not placed in a previous art contest.
- Artwork can be any size, however, **the submitted file must be vertical and sent to be printed as a 16 x 20 image. No other sizes will be accepted.**
- Files must be submitted in JPEG, JPG, or **PDF (preferred) format at 300 dpi or higher.** The poster will be printed in CMYK colors.
- The winning artist retains ownership of the original artwork and can sell it at their discretion, but irrevocably assigns to Mackinac Island Tourism Bureau, by submitting and signing the entry form, exclusive copyright, trademark, licensing, marketing, distribution, reproduction, and registration rights to the artwork for any, and all purposes and uses.
- By submitting to this contest, all artists are agreeing to have their artwork and name posted online.
- The artwork must depict this year's theme: *Mackinac Island Is Cool*, lilacs, Mackinac Island, and be marketable. **No headliner text please.**
- All artists must complete the online submission form, an artist bio, artist statement for their piece, and a \$20 entry fee.
- If your piece is a Top 20 finalist, you must be able to get your artwork to Mackinac Island by May to be displayed during the Lilac Festival. Participants will work with the Mackinac Arts Council. Finalists are responsible for all shipping fees.

2024 - 2019 Lilac Festival Posters



Emily Ryers: My Chariot Awaits
Mackinac Island Lilac Festival: June 7-16, 2024



Kevin Barton: Lilacs for Anne
Mackinac Island Lilac Festival, June 4-13, 2021



Erynn Rice: Lilac Secrets
Mackinac Island Lilac Festival: June 9-18, 2023



JC Demers: Marquette Park - Splashed in Lilacs
Mackinac Island Lilac Festival: June 5-14, 2020



Noel Skiba: Peace, Love, Lilacs
Mackinac Island Lilac Festival: June 3-12, 2022



Jimmy Taylor: Old Time Bike and Lilacs
Mackinac Island Lilac Festival: June 7-16, 2019

TO SUBMIT

Scan the QR code or visit

<https://www.mackinacisland.org/mackinac-island-lilac-festival/lilac-poster-contest/>



IMPORTANT DATES

December 2, 2024: Artwork Submissions Open

February 10, 2025: Submission Deadline, 5:00 pm EST

March 3, 2025: Top 20 announced

May 2, 2025: Winning poster revealed

June 6-15, 2025: Peoples' Choice Voting

June 16, 2025: Peoples' Choice Winner announced

ENTRY CHECKLIST

- File of original artwork with signature
 - Submitted files must be vertical and will be printed as a **16 x 20 vertical image. No other sizes will be accepted.**
 - Files must be submitted in JPEG, JPG, or **PDF (preferred) format at 300 dpi or higher.** Poster will be printed in CMYK colors.
 - If chosen as the winner, the submitted file will be used to print the poster. Please keep in mind when submitting your work.
- Completed online submission form
- Artist bio (200 words or less)
- Artist statement of artwork (200 words or less)
- \$20 entry fee. Pay online with credit card or make checks payable to MITB at PO Box 451, Mackinac Island, MI 49757

ABOUT THE JUROR



Mackinac Arts Council is the designated Mackinac Island non-profit arts agency. In its 22nd year, the Arts Council serves and works in partnership with national, state, and community groups to meet the arts and cultural needs of the Mackinac Island community through a diversity of

initiatives, services and cultural programming. Mackinac Arts Council programs have included numerous exhibits in a wide range of media including 2D, 3D, video, experimental, and installation formats, partnering with ArtPrize, The Bonifas Art Center, Sensoria Artist Collective, and others. The Mackinac Arts Council gallery in the Center for the Arts at Mission Point Resort holds a complete set of historic Lilac Festival posters in its permanent collection.