

MINCO Music & Arts Heritage Festival

May 16th and May 17th, 2020

MINCO Music & Arts Heritage Festival's Downtown Keyser, WV Window Display Contest Entry Form
May 4th through May 31st, 2020

Sponsored by Highland Arts Unlimited, Inc. and The Liberty Library Corporation

The MINCO Festival Window Display downtown Keyser, WV. All area businesses and organizations are welcome to participate in the May 2020 month long Festival honoring Leslie Thrasher. The year's theme is 1920's -1930's honoring Piedmont WV native Leslie Thrasher's Liberty Magazine covers, his advertisements, and artworks. The contest runs for the whole month of May and displays must be up by May 4th. Public judging will be done at local businesses starting May 4th and ending May 17th. Voting ballots will be available at participating businesses. We would like the displays to remain up until end of the month of May. Winners are determined by citizens and how many votes each window display receives.

For more information please call Jill Baldinger at 304-788-1461 or email at mijill@frontier.com.

Registration: Drop off entry forms before May 1st, 2020 at The Indie on Main, 15 N. Main St. Keyser, WV

ENTRY FEE: \$5 each entry fee. Make checks payable to MINCO Music c/o Highland Arts Unlimited (HAU)

Judging: May 4th through May 17th, 2020 by citizens visiting downtown

Guidelines for Downtown Businesses

Some general guidelines include making sure the window display is visible from the street, the decorations match the Leslie Thrasher art theme, Historical photographs of the business and its customers which commemorate past events and holidays (1920's-1940's) can also be a nice touch.

One option, depending on the amount of space available, is to mix window displays with both merchandise and decorations. Customers can then enjoy the decorations while seeing what your business has to offer. Another consideration is making sure that the lighting compliments the window display. Perhaps there are some key lights that you can leave on to make the display visible in the evening (display lights can be on a timer so they don't stay on all night).

Try stepping into your customer's shoes and viewing the storefront from 15-20 feet away, and from the sidewalk directly in front of the window. Consider the perspective of people driving by, and also people that are walking. The window display should have well-coordinated focal points and not appear cluttered. It is important to keep some empty space around the focal points so they stand out from their surroundings. The display should portray a positive image and hold the attention of potential customers for at least a few seconds. Remember that emotional appeals are often followed by a purchase, so make sure that the window display gives your customers that warm feeling.

Please Print

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Business Name:	
Group Name:	
Address of Display Window:	
Contact Person Name:	
Contact Phone number:	Email:

Date: _____

Signature: _____