

2025 ART FAIR ON THE SQUARE

EVENT INFORMATION / ENTERTAINER APPLICATION



Now in its 67th year, the Madison Museum of Contemporary Art's Art Fair on the Square brings together visitors from the greater Madison metro area and throughout the Midwest. It's one of the city's largest annual events, typically attracting **150,000-200,000 fairgoers**. Art Fair on the Square is a **unique opportunity** to connect with thousands of potential customers! We hope you'll apply to be part of our signature event, the Art Fair on the Square.

By participating in Art Fair on the Square, you're helping the Madison Museum of Contemporary Art offer free admission to tens of thousands of visitors annually, and to provide art education programs for area children. Support the arts and enjoy one of Madison's favorite summertime traditions by applying to join us at the Art Fair on the Square!

Questions? Contact:

artfair@mmoca.org

608.257.0158 x264

227 State Street, Madison, WI 53703

2025 ART FAIR ON THE SQUARE • JULY 12 & 13

ENTERTAINER INFORMATION

The Madison Museum of Contemporary Art (MMoCA) will present the 67th annual Art Fair on the Square on July 12 & 13, 2025. Read the following information carefully before applying.

Application Process

To be considered, submit the application (and a photo if applying for the first time).

Option A: Online

Step 1: Submit the online application at

<https://forms.gle/g2dEprAdMrENNsbt8>

Option B: Paper Application

Submit the paper application to MMoCA at:

MMoCA

227 State St.

Madison, WI 53703

Location, Dates, and Times

The fair takes place on city streets surrounding Wisconsin's State Capitol Building in Madison, WI. Entertainers will be assigned to one of the stages during the event. The event times are as follows:

Saturday, July 12: 9 am - 6 pm

Sunday, July 13: 10 am - 5 pm

Evaluation Criteria

Your application will be evaluated based on:

- Crowd interaction & engagement
- Suitability for all ages
- Past Art Fair and other event experience.

MMoCA Cancellation Policy

If MMoCA finds it necessary or is legally obligated to cancel the 2025 Art Fair on the Square at any point due to any of the following causes, to the extent beyond its reasonable control: Acts of God, accident, riots, war, terrorist act, epidemic, pandemic, public health crises, quarantine, civil commotion or unrest, natural catastrophes, governmental acts or omissions, changes in laws or regulations, national strikes, fire, explosion, forced evacuation, or sudden lack of availability of event site.

Merchandise Sales

MMoCA allows the collection of donations as well as the sale of items to promote your group/music/organization such as CDs, T-shirts, etc. This is permissible during, and up to 15 minutes before & after your performance.

Food and Beverages

MMoCA does not have their own concessions and does not offer food & beverage coupons to entertainers for Art Fair on the Square performances.

Animals and Pets

In 2010 the Madison Common Council banned dogs, cats and all other animals from Madison's major street events, including Art Fair on the Square.

Security

Though the fairgrounds will be monitored by security and off-duty police officers, entertainers are responsible for securing all of their materials.

State Capitol Building Driveways

Entertainers may not park vehicles or trailers in the driveways of the State Capitol Building. Entertainers will receive a parking pass to park in designated locations for the event during their performance. Vehicles parked in locations not designated and not authorized will be towed.

Stage Assignments

Per the permit granted by the Capitol Police, performers are only allowed to perform in specific places on the Capitol grounds. MMoCA will try to honor requests, but please understand that electricity requirements and construction restrictions, etc., impact entertainer placement.

NOTE: Due to construction the State Street Stage will not be available for 2025. We are currently looking for alternative locations for additional stages and will update when they are finalized.

ENTERTAINER APPLICATION

Complete and submit both sides of this application along with a photo. For best consideration, apply by March 31st, 2025.

General Information – Please print clearly

Name of Performance/Group: _____

Name of Person Completing Application: _____ Phone: _____

Owner/Primary Contact Person (circle): _____ Phone: _____

Name of Lead Person Who Will Be at the Fair: _____ Cell Phone: _____

Mailing Address: _____

City, State, Zip: _____

Fax: _____ Email Address: _____

Website URL: _____

Performance Description - Include details such as the format, length/type of performance, and type of music (Jazz, Rock, Blues, Dance, Etc.) _____

Instrumentation (Guitar, Drums, Ukulele, etc.) _____

Previous Event Experience _____

Have you participated in the Art Fair on the Square in the past? Yes No

If yes, please state the last time you participated: _____

Under what name(s) did you participate in the event: (please list business names and contacts)

Website and Social Media Links

Facebook: _____

Instagram: _____

YouTube: _____

Soundcloud: _____

Other: _____

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Did you want to receive an honorarium payment after the fair? circle one

Yes, individual performance \$125

Yes, group performance \$250

No I would like to donate my time

Performance Times/Requests

Please indicate your first, second and third choice for start times for each day below:

Date		Start Times			
		11:00 am	12:30 pm	2:00 pm	3:30 pm
Saturday, July 12th 2025	In the box(es) to the right write: '1', '2', or '3' under the start time you prefer. If you cannot perform on this day, write 'CANNOT PERFORM' in the box(es)				
Date		Start Times			
		10:00 am	11:30 pm	1:00 pm	2:30 PM
Sunday, July 13th 2025	In the box(es) to the right write: '1', '2', or '3' under the start time you prefer. If you cannot perform on this day, write 'CANNOT PERFORM' in the box(es)				

***** Read and check the following statements or we cannot consider your application *****

_____ I understand that MMoCA allows the collection of donations as well as the sale of items to promote my group/music/organization such as CDs, T-shirts, etc. This is permissible during, and up to 15 minutes before & after, my performance.

_____ I understand that MMoCA does not have their own concessions and does not offer food & beverage coupons to entertainers for Art Fair on the Square performances.

_____ I understand that for best consideration applications must be received by Monday, March 31st, 2025.

Signature _____ Date _____

MAIL TO: MMoCA, ATTN: Jasmine Clement, 227 State St., Madison, WI 53703