



# Call for Artists

## **Do you want to build a snowman?**

The Snowman Stroll is a winter tradition presented by the Rock Springs Main Street/URA in partnership with the Community Fine Arts Center. Born out of a simple idea—how can we better embrace winter in Rock Springs?—the project brings color, creativity, and fun to Downtown during the coldest and often dreariest months of the year.

Standing 48 inches tall, snowmen painted by local artists will brighten the streets from late January through early March, inviting the community to take a Snowman Stroll. Alongside the public art, we're creating family-friendly activities to make the experience even more engaging.

The snowmen are stored during the off-season and return year after year, with new additions expected annually. Over time, the Stroll will grow into a dynamic, family-friendly tradition that residents and visitors alike look forward to every winter.

## **Where Will The Snowmen be placed?**

The snowmen will be placed throughout Downtown Rock Springs.

## **Who Will See The Snowmen?**

While our primary audience will be locals, we anticipate attracting folks from the surrounding areas as well, particularly as more and more snowmen are added each year.

## **Who Manages the Snowmen?**

The Rock Springs Main Street/Urban Renewal Agency manages the snowmen.

## **Call to Artists Deadline**

The Rock Springs Main Street/Urban Renewal Agency (URA) is accepting applications now through October 15, 2025 from artists who wish to participate in the Snowman Stroll. Artists will have November through January 12, 2026 to prep and paint their snowmen.

Each artist whose design is selected for exhibition will be provided with a life-size, blank fiberglass snowman form and will be paid a \$500 honorarium upon completion and approval of their painted snowman.

## **Eligibility**

The Snowman Stroll is open to all artists, from the acclaimed to the amateur. Painters, sculptors, craftsmen, multi-media artists, and other wildly creative people are all encouraged to apply.



### **What You Need To Do**

Send in an original and two (2) copies of each of the following:

- ✓ Completed application form
- ✓ Your proposed design(s)
- ✓ A brief statement about your design
- ✓ Photos, slides or other examples of your past work
- ✓ Signed Copyright Assignment to:

***Snowman Stroll  
603 S Main Street  
Rock Springs, WY 82901***

### **Important**

You must submit an ORIGINAL signed Copyright Assignment as part of your application. The additional two copies may be photocopies. The Snowman Stroll is unable to return any materials submitted.

Please restrict all material submitted to no larger than 8.5" x 11" in size.

All material submitted as part of the application will become the property of the Rock Springs Main Street/Urban Renewal Agency (URA) and the Community Fine Arts Center and will not be returned to the artist.

Artists may submit your design for consideration. You may submit more than one design if you choose to paint more than one snowman. They may be mailed together; however, please provide the required number of copies of each application element, including an ORIGINAL signed Copyright Assignment for each design proposal.

### **Timeline**

The Snowman Stroll committee will review your application as soon as it is submitted to ensure that it complies with the guidelines. If approved, your design will become part of the portfolio shown to event sponsors.

We encourage artists to submit proposals as soon as possible so that we can assemble a sizeable and diverse portfolio for review by sponsors and because sponsors will be matched with artists as they join the event. We will notify you when your artist application has been received.

Depending on the number of artist submissions, not all artists will be selected. Artists WILL BE notified when they are partnered with a sponsor. This will take some time so please be patient. Follow the Rock Springs Main Street/Urban Renewal Agency (URA) on social media for updates and details. Please feel free to contact us to check on the status of the sponsor selection process.



## **APPLICATION SUBMISSIONS**

Artists will be notified no later than October 24, 2025 on the status of their application.

## **DEADLINE FOR RETURN OF FINISHED SNOWMEN**

January 12, 2026

## **Production of Snowmen**

Artists will produce their snowmen in their studios or homes.

## **Contact**

For more information about the Snowman Stroll and the design submission process, please contact:

✓ **Chad Banks**  
Rock Springs Main Street/URA  
307-352-1434

## **The Details**

Snowman Specifications: 48" high by 24" D (bottom ball)

The snowmen are manufactured using fiberglass. The artist may alter the basic poses, so long as they remain structurally intact. Each snowman arrives with a coat of primer applied by the manufacturer.

## **Paints, Topcoats and Weatherproofing**

Snowmen will be placed in areas fully accessible to the public, mostly likely outdoors. In creating a design, please consider carefully the weather and other elements of nature, including sun, snow/rain, wind and dirt.

We cannot guarantee placement of a given snowman in any particular location.

Additionally, the Snowman Stroll is an interactive event that allows the public to touch and feel the designs. As such, designs should be created with durability and public safety concerns in mind. Although objects may be attached to the snowmen, artists should be aware that vandalism can and unfortunately does occur. Any object added to a snowman should be attached in such a way that it cannot be easily removed.

The surface of each snowman is primed by the manufacturer. Unless you have altered the pose or exterior of your snowman, you will not need to reapply a primer. Acrylic paint, artificial resin paint or two component paint can be used to paint the snowmen.

A minimum of three coats of varnish is required using a two-part, hard gloss varnish. This step is critical to the ultimate durability of your snowman, and snowmen which are returned unvarnished or which are incorrectly varnished may not be exhibited.

When placed in public, the snowmen may be affixed to additional bases.

## **Installation and Repair of Snowmen**

Artists will not be responsible for the installation or removal of the snowmen, as the Rock Springs Main Street/URA and Community Fine Arts Center will manage this process. Artists should, however, be available for any possible touch-up work that may be required once the exhibit is underway.



### Design Guidelines

Artists should bear in mind that the audience will be broad-based and of all ages, and designs should be appropriate for public display. Designs that are religious, political or sexual in nature will not be accepted. Additionally, neither corporate logos nor advertising is allowed. (Sponsors of each snowman will be recognized on the base by the Rock Springs Main Street/URA. While this area can be painted, please note that a sign will be placed on the base.) As outlined below, designs will be evaluated to ensure they conform to these guidelines. The Rock Springs Main Street/URA may reject any design that, in its sole discretion, does not adhere to these guidelines.

***For the 2026 Stroll, one of our sponsors has expressed particular interest in a snowman design featuring a bison or a herd of bison. Artists with skills or experience in creating wildlife imagery—especially bison—are strongly encouraged to apply.***

### Rights/Entitlements

By submitting your application, you confirm that:

1. You are the original creator of your design.
2. You have not copied anyone else's original work.
3. Your design does not infringe on anyone else's intellectual property rights (for example, trademark, copyrights, trade dress, design patent).
4. To the extent anyone else has contributed to your design, you shall obtain a signed, written agreement from that person assigning all of their rights in their contribution to you.

As part of the application process, you must sign the "Copyright Assignment" that accompanies this application. By signing, dating and returning the original Copyright Assignment with your application, you are indicating your understanding that you are assigning the entire right, title and interest to your design to the Rock Springs Main Street/URA, the organizers of the art exhibition. Please remember to keep a copy of these forms for your records.

If your finished snowman is approved for exhibition, you will receive a \$500 honorarium. The Rock Springs Main Street/URA will continue to own the entire right, title and interest in your design proposal, accompanying sketches and all derivative works, including the final work completed on the fiberglass snowman. You will be acknowledged as the artist on a plaque attached to the base of the snowman and in appropriate publications and promotions. However, the copyrights, including the rights to reproduce your design, create copies or reprint your design in books, will be owned by the Rock Springs Main Street/URA.

If your design is not approved or selected for exhibition, the Rock Springs Main Street/URA shall assign the entire right, title and interest in your design back to you.





## APPLICATION

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Name: \_\_\_\_\_

Your name for plaque, website, and other event materials: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Website URL: \_\_\_\_\_

Proposed title/name for your snowman \_\_\_\_\_

### Artist Statement

Please attach an additional sheet with a brief description of yourself and your snowman design. Also please attach a headshot.

### Snowman Outline

Please complete your proposed design on the outline provided. Please feel free to enlarge the shape if desired; however, please do not submit designs larger than 8.5" x 11". Note that the more complete your design, the easier it will be for the panel and our patrons to review your submission.

Please note that all application materials become the property of the Rock Springs Main Street/URA, and no materials can be returned to the artist. Please keep a copy of your application for your records. Do not submit materials larger than 8.5" x 11".

### Assurances and Terms

By signing this Application, I agree to all of the terms of the attached Call For Artists, and all such terms are hereby incorporated into this Application. I certify that all statements made in this application are true to the best of my knowledge. I acknowledge that the Rock Springs Main Street/URA is not liable for damage or loss of materials submitted.

Artist: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Application Checklist

Original and 2 copies of:

- ✓ Signed Application and Artist Statement
- ✓ Signed Copyright Assignment
- ✓ Design
- ✓ Sample of Previous Work and Resume
- ✓ Artist Photo/Bio



WHEREAS, \_\_\_\_\_ [fill in name of artist], an individual having an address of \_\_\_\_\_ ("Artist") is the author of the design and sketches (collectively referred to as the "Design") attached to the application submitted to the Rock Springs Main Street/URA for the Snowman Stroll on the same date as the date of this Assignment;

WHEREAS, Artist understands and acknowledges that, as part of the application process, it is intended that the Rock Springs Main Street/URA "Snowman Stroll" own the entire right, title and interest in and to the Design;

WHEREAS, Artist understands and acknowledges that, if the Design is approved, he/she shall apply that design to a snowman sculpture provided by the Rock Springs Main Street/URA thereby creating a "Finished Snowman."

WHEREAS, Artist desires to transfer all of his/her right, title and interest in and to the Design, including, but not limited to, all derivative works which are based on the Design to the Rock Springs Main Street/URA;

WHEREAS, Artist understands and acknowledges that the Rock Springs Main Street/URA shall continue to be the sole and exclusive owner of the entire right, title and interest in and to the Design, including, but not limited to, all derivative works based on the Design if the Finished Snowman is approved for exhibition, as described in detail in the Request For Proposals and Application to the Rock Springs Main Street/URA, and that in such case the Rock Springs Main Street/URA shall pay to Artist a \$500 honorarium within 30 days of the completion of their snowman.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound hereby, Artist hereby assigns to the Rock Springs Main Street/URA all his/her right, title and interest in and to the Design, and to any derivative works based on the Design including but not limited to any rights it may have in the Finished Snowman, together with any and all copyright applications and registrations therefore.

Artist acknowledges and agrees that, due to the nature of the public display of the Finished Snowman, the Rock Springs Main Street/URA shall not be liable for any distortion, mutilation, modification or destruction of the Finished Snowman by accident, act of God or person.

Artist hereby waives his/her rights under the Visual Artists Rights Act ("VARA"), 17 U.S.C. 106A, as against the Rock Springs Main Street/URA in the event of such distortion, mutilation, modification or destruction.

Artist further acknowledges and agrees that if the Finished Snowman is vandalized, damaged or otherwise modified and the Artist is unable or unwilling to promptly repair such alteration, the Rock Springs Main Street/URA shall have the right to make, or have made, such repairs, even if the repairs would constitute a distortion, mutilation or modification under VARA. Artist hereby waives his/her rights under VARA in the event and to the extent the Rock Springs Main Street/URA deems such repair necessary.

Artist represents to the Rock Springs Main Street/URA that he/she is the sole author of the Designs and that the Design is an original work of authorship which does not infringe upon the copyright rights or any intellectual property rights of others, and that he/she has the unencumbered right to make this assignment.

In the event the Design is not approved or selected for exhibition, as described in the Request for Proposals, the Rock Springs Main Street/URA shall assign [and hereby does assign] back to Artist all its right, titles and interest in and to the Design.

Artist Name: \_\_\_\_\_

Name of Snowman: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_



Make your snowman design here:

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Snowman Title/Name: \_\_\_\_\_

Signature: \_\_\_\_\_

