

WHERE ARTISTS AND ART FESTIVALS CONNECT

MEDIA KIT



WWW.ZAPPLICATION.ORG

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ABOUT US

ZAPPlication (ZAPP) provides art festival and fair administrators with a series of tools to digitally collect and jury applications, manage booth payments, and communicate with applicants while promoting the event to over 70,000 active artists that are registered on ZAPP. Using ZAPP saves organizations time and effort with an easy-to-use, digital platform.

OUR HISTORY

In 2004, our parent organization, the <u>Western States Arts Federation</u> (WESTAF), developed ZAPPlication in consultation with the <u>National</u> <u>Association of Independent Artists</u> (NAIA) and eight major art shows across the United States. ZAPP has been managed by WESTAF ever since, with profits helping to fund arts advocacy efforts across the western region.

OUR MISSION

Created through the collaboration of artists and art festivals, ZAPPlication connects creatives to art festivals and fairs across the United States through a digital festival management system.



Photo by Laura J Gardner Photography, courtesy of Madison Chautauqua

OUR PARTNERS

ZAPP is powered by W = STAF in partnership with:





Looking for more info about ZAPP's features and services?



Photo by Laura J Gardner Photography, courtesy of Madison Chautauqua

OUR IMPACT



ACTIVE ARTISTS: **70K+**

Visual artists can register for a free account and seek opportunities to bring their work to art fairs and festivals.

EVENTS:

11,300+

Since 2004, ZAPP has helped 11,300+ events bring talented artists to their communities.

APPLICATIONS SUBMITTED:

ZAPP houses the applications for event administrators to manage online.

TRANSACTIONS PROCESSED:

Artists purchase jury fees, booth fees, and other payments made to the festival on ZAPP.

Photo by Laura J Gardner Photography, courtesy of Madison Chautauqua

BRAND ASSETS

NAME & TRADEMARK INFORMATION

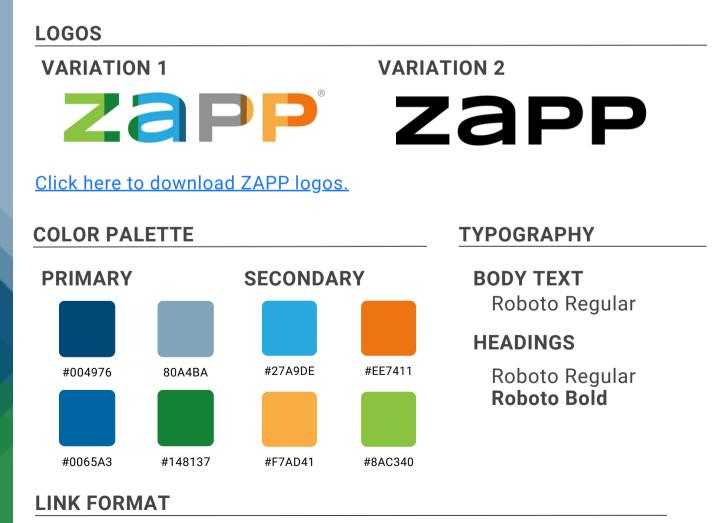
FULL NAME: ZAPPlication® | ABBREVIATION: ZAPP®

TRADEMARK DO'S & DON'TS:

- DO use the registered trademark symbol ([®]) for ZAPP. Use for the first or most prominent instance of the mark.
- **DO** capitalize ZAPP in all references.
- DO place the
 B symbol between

 ZAPP and Onsite in ZAPP
 Onsite
 (not ZAPP Onsite®).
- **DO NOT** overuse the registered trademark symbol.
- **DO NOT** refer to ZAPP as Zapp or Zapplication.

Refer to the ZAPP Trademark Guidelines for more information.



www.ZAPPlication.org

CONNECT WITH US



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Photo by Uptown Art Fair