



WHERE ARTISTS AND ART FESTIVALS CONNECT

MEDIA KIT

Photo by Howard Alan Events



WWW.ZAPPLICATION.ORG

TABLE OF CONTENTS

ABOUT US **3**

OUR PARTNERS **4**

INFORMATION PACKET **5**

OUR IMPACT **6**

BRAND ASSETS **7**

CONNECT WITH US **8**



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 Western States Arts Federation (WESTAF), developed ZAPPlication in consultation with the National Association of Independent Artists (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 **WESTAF** in partnership with:



**Ann Arbor Street Art Fair,
the Original**



ArtiGras Fine Art Festival



Bayou City Art Festivals



Cherry Creek Arts Festival



**MAIN ST. Fort Worth
Arts Festival**



St. James Court Art Show



Uptown Art Fair



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

[DOWNLOAD THE ZAPP
INFORMATION PACKET](#)

*Photo by Laura J Gardner Photography,
courtesy of Madison Chautauqua*

OUR IMPACT



Photo by Laura J Gardner Photography,
courtesy of Madison Chautauqua

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:

2M+

ZAPP houses the applications for event administrators to manage online.

TRANSACTIONS PROCESSED:

301M+

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

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 ® 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.

LOGOS

VARIATION 1



VARIATION 2



[Click here to download ZAPP logos.](#)

COLOR PALETTE

PRIMARY



#004976



#0065A3



80A4BA



#148137

SECONDARY



#27A9DE



#F7AD41



#EE7411



#8AC340

TYPOGRAPHY

BODY TEXT

Roboto Regular

HEADINGS

Roboto Regular
Roboto Bold

LINK FORMAT

www.ZAPPlication.org

CONNECT WITH US



www.ZAPPlication.org



Media & General Inquiries:
contactZAPP@westaf.org



Sales Inquiries:
ZAPPsales@westaf.org



303-629-1166

FIND US ON SOCIAL MEDIA



@ZAPPlication



Photo by Uptown Art Fair