



LOCAL ARTIST SERIES GRANT PROGRAM GUIDELINES

LOCAL ARTIST COMPLETE PROGRAM GUIDE

*Brought to you by
National Fitness Campaign*

The following are the approved and required art standards for all Site Partners who have received a grant within the Campaign



LOCAL ARTIST PROGRAM

Art Offerings for Fitness Court® Mural Wall

Additional funding required: **+\$25,000**

Available for site partners who would like to support a Local Artist to create a one-of-a-kind Fitness Court®, contributing a storytelling opportunity and bringing public art & murals to all 4 sides of the Fitness Court® wall!

NFC to Provide:

- \$5,000 Grant Provided to Artist by NFC
- Call for Artist & Best Practice Toolkit
- Artwork Guidelines



Support your Local Artist Community with a **\$5,000 Grant to the Artist** provided by NFC!*

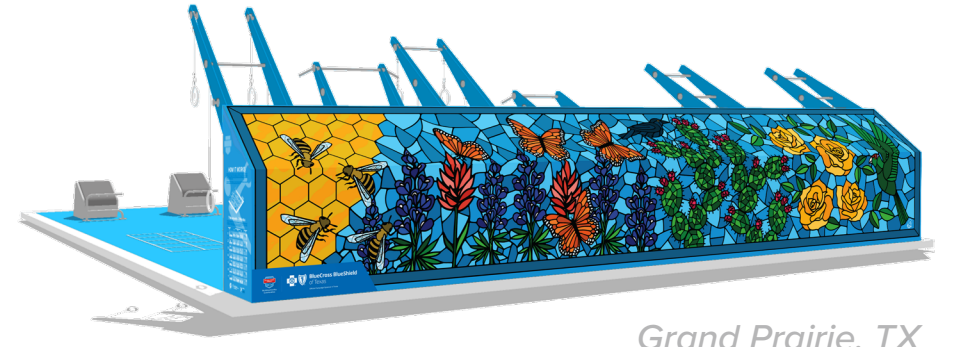
*Optional launch day check provided by site partner



Local Art Examples



University of Minnesota, MN



Grand Prairie, TX



Richland WA



Beachwood, OH

Front Wall Unlocked for Additional Artwork



Artist Featured on both Side Panels



"Celebrating Shakopee"
Fitness Court® Public Art

Jimmy Longoria Heralded as the trailblazer of the Chicano Aesthetic in the Midwest, Jimmy Longoria holds the distinction of being the sole Chicano/Latino/Hispanic recipient of a prestigious Grant Foundation Artist Fellowship in Fine Art. His receipt of the Reverend Dr. Martin Luther King, Jr. "Living the Dream" Award is a testament to his unwavering commitment to social justice and community empowerment. Jimmy's work adorns the offices of influential figures such as U.S. Supreme Court Justice Sonia Sotomayor, Minnesota Governor Tim Walz, Minnesota Attorney General Keith Ellison, Chicago Art collector Cheryl Meinh, and numerous state Senators at the Minnesota State Capitol. Learn more about the artist and NFC's Local Artist Collection at nationalfitnesscampaign.org/ars



All Minnesotans benefit from a culture of wellness. Blue Cross and Blue Shield of Minnesota and the National Fitness Campaign are proud to bring free outdoor Fitness Courts® across the state, focusing on communities that have historically lacked access to health and wellness infrastructure. The shared intentionality to pursue racial and health equity aligns with our own mission, to pave the way so everyone can achieve their healthiest life.

HOW IT WORKS

The Fitness Court® is a full body circuit training center comprised of 7 movement zones. Each zone offers hundreds of exercises, and trains different parts of the body through functional movement patterns. Rotate through the zones spending 45 seconds of exercise and 15 seconds rest at each zone.

*Note: NFC Approval needed before Final Production

OVERVIEW: HOW IT WORKS

Options for selecting an artist

Local Artist Program Total: **\$25,000**

NFC Grant to Local Artist: **\$5,000**



NFC is proud to support local artists by providing grant funding to creatives partnering with their communities to build Fitness Courts® in cities across America. Artist and campaign partners are showcasing their communities unique artistic works of art on Fitness Courts® across the nation.

View our gallery at: nationalfitnesscampaign.com/public-art.

Choose one of two the pathways below to select your Local Artist:



PATH A: HAND SELECT ARTIST

Recommended (Quickest)

The partner will hand-select their preferred artist for the program. Selection could be from an existing relationship or known artwork within community. Artwork can be selected from artist's existing portfolio or created specifically for Fitness Court®.



PATH B: CALL FOR ARTISTS

Digital Call for artist launched on city/community platforms. Artist is given 3-6 weeks for submissions. Submissions reviewed by city/arts commission/etc. NFC to review submissions as appropriate.

NFC to provide best practices and Call for Artists template upon request. Approximate timeline provided on following page.

IMPORTANT NOTICE: NFC must review and approve all final/submitted artwork and artists and reserves the rights to deny or request changes to any artwork or artist that does not align with NFC brand values/standards or our National/State Sponsors Standards. If applicable, NFC State Sponsors to review and approved final artwork before print. Please see following pages for NFC Design Guidelines.

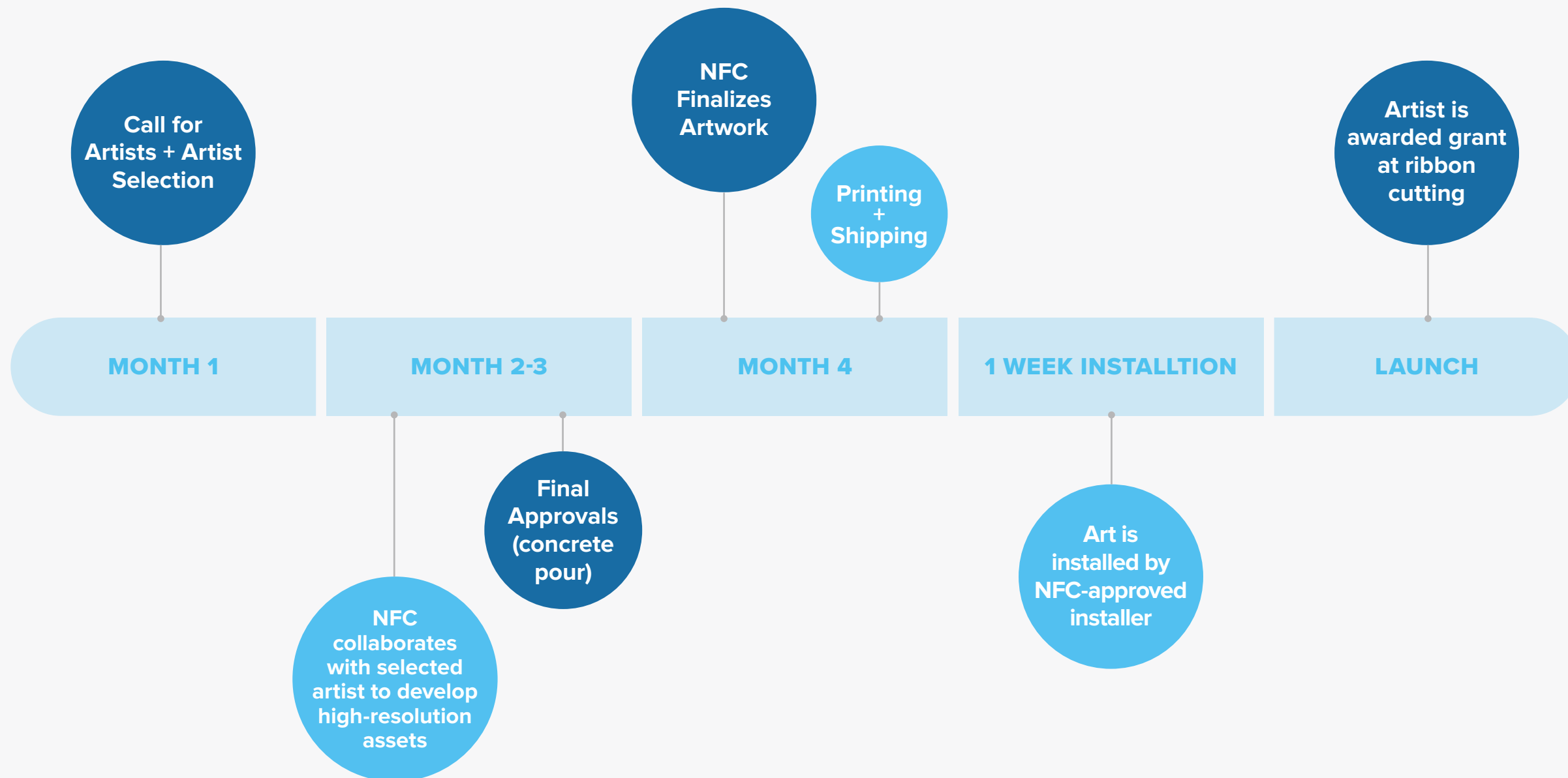
B APPROXIMATE TIMELINE

Call for Artists Pathway



Please allow 3-4 months start to finish when selecting the Call for Artists direction

- Digital Call for Artists to be launched on city and community platforms
- Artists should be given 3-6 weeks for submissions
- Submissions will be reviewed by city and/or arts commission
- NFC reviews concept submission as appropriate



Please reach out to design@nfchq.com with any questions.

B DO'S & DON'TS

Call for Artists Pathway



DO

- **Provide guidance** on what you're looking for in your Fitness Court artwork.
 - » Some examples: movement, people outdoors, exercising, dynamic patterns, nature, local flora and fauna, etc.
 - » Review NFC's guidelines and mention any subjects or content you wish the artist to stay away from.
 - » Post the dimensions of the Fitness Court (at minimum the rear wall mural which is 32'w x7'h) so artists have an idea of what ratios to design to. Even with the preliminary concept submissions, it is best to review artwork similar to what the final product might be.
- Verify they are **prepared to work with the NFC design team** to gather all assets needed for this project. Get permission from the artist to share their contact information with NFC. They need to be available and reachable in the months preparing the artwork in case anything comes up.
- **Consult NFC** on artist finalists.
- Confirm with the artist that there is some **flexibility** in the final artwork – minor adjustments may be requested.
- If the art is physical (mural, painting, or drawing), confirm the artist has some way of photographing the piece and **submitting it digitally in high-resolution**.
- **Schedule ahead** – make sure there is plenty of time to review the selected artists with any boards you need to consult as well as NFC and any state sponsors. Consult your PM as necessary
- **Clarify any questions** you might have with NFC before posting a call for artists
- **Review Call for Artists with NFC team** for approval before posting.



DON'T

- Do not accept submissions (even as concepts) that are too small or **low-resolution, incorrect proportionally, or too off topic** with the subject matter.
- Don't promise an artist or artwork as chosen for the Fitness Court **without first consulting NFC** and all additional appropriate parties.
- Do not select an artist in which you are **unsure of their availability or willingness** to work with the NFC team.
- Do not select an artist that is **under 14** years of age.
- Do not select an artist if you are **unsure of how they will produce** the final digital assets.
- Do not promote **Procreate** or accept the **submission of pngs** as artwork.
- Do not post a call for artists without **NFC review and approval**.

NATIONAL CAMPAIGN ART STANDARDS

Creating the Art



THE ARTIST *Must be 14+ years old and provide a W-9.*

THE ART *Must take into account the following content guidelines.*

All Fitness Court murals should be art-focused and aim to promote a positive, light-hearted and energetic design that is consistent with the Fitness Courts values. Fitness Court custom art is encouraged to represent local or regional values unique to the region it is sited in. NFC's goal is to share **fun, vibrant, innovative artwork** that tells the story of wellness and fitness across communities. Visit our website to see other Fitness Court mural examples: nationalfitnesscampaign.com/public-art & nationalfitnesscampaign.com/local-artists.

All Fitness Court murals must follow the following National Campaign Standards:

- Must incorporate the city-selected **Fitness Court® powder coated RAL color**, to be provided by NFC.
- Must not include reference to **playgrounds or young children** (for safety purposes).
- Must not condone **violence** or disturb the peace.
- Does not serve as an **advertisement** for any brand or business.
- Must not include **text, taglines, or slogans** to maintain focus on the artwork.
- Must not reference any **fitness equipment** that is not a part of the Fitness Court® (weights, treadmills, etc.)
- Artwork must not include reference to **skateboarding** or skate park imagery.

*Artwork must follow these National Campaign Standards which include but are not limited to the items listed above. **NFC reserves the right to approve or reject any artist/design or make suggestions on final art. NFC's national, state-wide, and regional sponsors reserve the right to review final artwork submissions. Logos may be represented on back all alongside of artwork.***

SUBMISSION *Must be in a high resolution digital format.*

Artist will be working closely with NFC to ensure the artwork is aligned with Fitness Court® design templates and standards. Final art to be created after artist selection confirmed.

NFC highly recommends **vector graphic submissions** that are created in Adobe Illustrator or other vector graphic program. Vectors are infinitely scalable and should be designed in the proportions of the dimensions listed on the following page. These can be submitted in any of the file types below:

Recommended File Types:

.AI Adobe Illustrator

.EPS Illustrator EPS

.PDF Adobe PDF

.SVG Scalable Vector Graphic

If this is not possible, rasterized graphics including photography (psd or jpg) are possible. They are required to be at least 57”w x 13”h at 300 ppi (228”w x 56”h at 72 ppi) for the Rear Wall artwork. Please reach out to design@nfchq.com for best practices.

***NOTE: We do not recommend using Procreate to produce Fitness Court designs. In our experience with dozens of artists, Procreate designs can not be made to a large enough scale within the program to be printed for the Fitness Court. If using Procreate, you will have to vectorize your graphics using an outside source like Adobe Illustrator prior to submission. For any questions around Procreate, please reach out to design@nfchq.com before starting your Fitness Court mural.**

Please reach out to design@nfchq.com with any questions.

ARTWORK GUIDELINES

Submitting the Art



ARTWORK DIMENSIONS You will need to submit your work for the following print areas on the Fitness Court rear and front walls:

REAR MURAL WALL. ~32'w x 7'h

- **381.5”w x 87”h with bleed** (design to these dimensions, keeping in mind bleed may lose 1” on all sides, but 3” on the bottom)
- 379.5”w x 84”h without bleed

FRONT WALL WINDOWS.

- Window 1 (far left): **34.5”w x 32.5”h** (2’10.5”w x 2’8.5”h)
- Window 2: **33.5”w x 32.5”h** (2’9.5”w x 2’8.5”h)
- Window 3: **48.75”w x 32.5”h** (4’0.75”w x 2’8.5”h)
- Window 4 (far right): **77.75”w x 32.5”h** (6’5.75”w x 2’8.5”h)

**Note: The front wall art windows can be the same rear wall design broken out into smaller sections. NFC can assist with repurposing the rear wall artwork for the front wall.*

There is a template with the above dimensions attached in following pages. Illustrator template is available upon request.

To reiterate, NFC highly recommends vector graphic submissions that are created in Adobe Illustrator or some other vector graphic program. These can be submitted in any of the file types below:

SUBMISSION CHECKLIST

- High resolution vector files** of artwork for rear wall mural and front wall windows
- Vector or high-resolution version of **artist’s signature** to be featured on back wall in the bottom right corner.
- Name/title of artwork** to be featured on side panel wall
- 3-5 sentence **artist bio** to be featured on side panel wall
- High-resolution **portrait of artist** (200+ ppi, 9.5” x 9.5”) to be featured on side panel wall
- Completed W-9** for grant allocation
- Mailing address** for grant check to be sent
- Social Media handles and/or personal website for promotion to be featured on NFC’s website at nationalfitnesscampaign.com/public-art

UPON COMPLETION

Once the artwork has been submitted and approved:

Artist Grant Award will be mailed once Fitness Court® artwork is fully installed and photos are submitted to NFC for confirmation.

- Artist may be invited to launch event/ribbon cutting by city/partner to promote art.
- Artist must coordinate with city on launch date if required to attend.

Recommended File Types: **.AI** Adobe Illustrator, **.SVG** Scalable Vector Graphic, **.PDF** Adobe PDF, **.EPS** Illustrator EPS

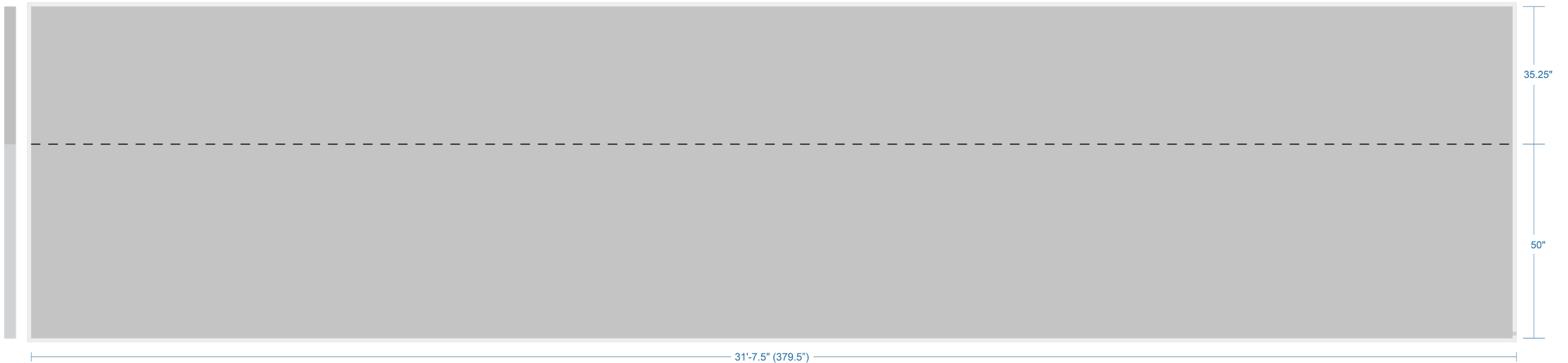
ARTWORK TEMPLATE

Adobe Illustrator template available upon request



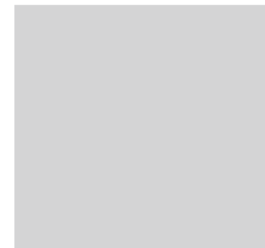
Rear Wall 381.5"w x 85.25"h

appropriate/best file types: Adobe Illustrator (.ai), Adobe PDF (.pdf), Illustrator EPS (.eps), or Scalable Vector Graphic (.svg)
if psd, jpg or other rasterized graphics, needs to be the exact dimensions above at at least 200 dpi, preferably 300

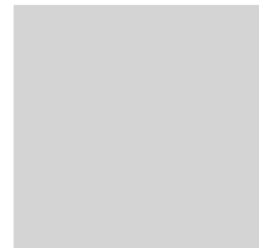


Front Wall

Window 1
34.5"w x 32.5"h



Window 2
33.5"w x 32.5"h



Window 3
48.75"w x 32.5"h



Window 4
77.75"w x 32.5"h



Designs of front and rear may be the same. If not, they must match an overall cohesive theme of design.

ARTIST PROFILE

Side Panel Graphics


Both side panels will have a designated space for the artist to be highlighted.

Artist Feature includes:

- Portrait of the artist
- Artist signature
- Name of the artwork
- Short bio about the artist, artwork, or community

NFC takes great pride in our artists and we hope to represent them well. The artist is also invited to attend the Ribbon Cutting ceremony where their artwork is featured (to be coordinated with municipality leaders).

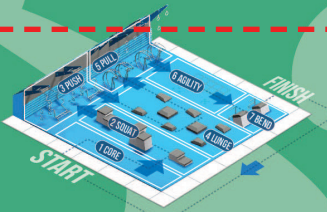




CRISSELLE M.

"Sunflower Power" Fitness Court® Public Art | Santa Ana Collection

Crisselle Mendiola is a Santa Ana based freelance illustrator, muralist and character designer. She loves to draw her silly, grumpy, happy character-driven pieces, usually manifested with some form of nostalgia or comfort. Sometimes she paints them on big walls, sometimes on small digital screens. She has made public art for utility boxes and painted murals out in Santa Ana, Long Beach, Anaheim and Hawaii. Learn more about Crisselle and NFC's Local Artist Collection at nationalfitnesscampaign.com/public-art.

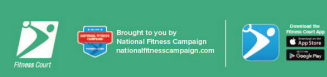
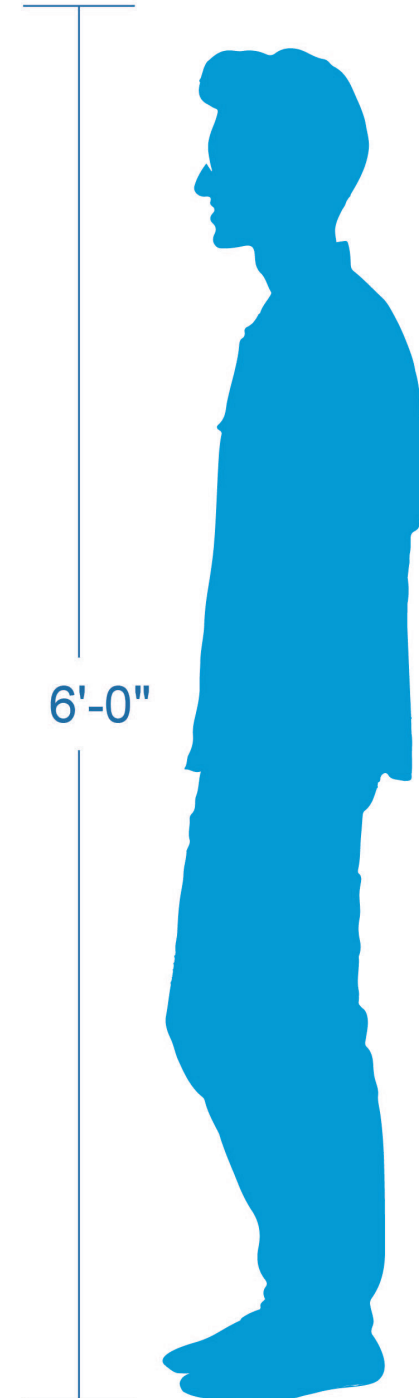


7 Movements • 7 Minutes

The Fitness Court® is a full body circuit training center comprised of 7 movement zones. Each zone offers hundreds of exercises, and trains different parts of the body through functional movement patterns. Rotate through the zones spending 45 seconds of exercise and 15 seconds rest at each zone for a 7 minute full body workout. These 21 moves are the basics - there are hundreds of ways to use the Fitness Court! Improve over time by trying different exercises and multiple circuits.

Download the Fitness Court® App for a library of hundreds of exercises and workouts or get started below with easy, medium and hard movements at each of the 7 zones.

FITNESS COURT® ZONES	EASY	EXERCISE DIFFICULTY LEVEL MEDIUM	HARD	TARGET MUSCLE GROUPS
1 CORE	Plank	Leg Rotation	Mountain Climber	Core
2 SQUAT	Air Squat	Wall Sit	Box Squat	Legs
3 PUSH	Standing Push-Up	Assisted Dip	Assisted Pull-Up	Upper Body
4 LUNGE	Front Side Lunge	Split Squat	Side Side Lunge	Legs
5 PULL	Standing Row	Assisted Row	Pull-Up	Upper Body
6 AGILITY	Trunk Leg Sit	High Jump	Jumping Jacks	Core
7 BEND	Standing Bend	Back Extension	Reverse Paper Plane	Core


JOUVON

"Vitality" Fitness Court® Public Art | Santa Ana Collection

JOUVON MICHAEL KINGSBY is a self-taught artistic visionary currently residing in the artists' quadrants of downtown Santa Ana, CA. Jouvon is a Warrior turned Artist and is well-known for painting a mural in Saddam Hussein's old bunker. After his tours in Iraq, Jouvon came back and plunged headfirst into the artist lifestyle. His incredible panache for abstract, surrealist, and realistic portrait paintings quickly made him a staple in the Santa Ana Artist's Village and a highly-sought after artist. Learn more about Jouvon and NFC's Local Artist Collection at nationalfitnesscampaign.com/public-art.

Close up of installed side wall panel



Artist at ribbon cutting receiving Grant Award

NFC ART NOTE:

All Artwork is subject to review, approval, and comment by NFC Design Team as a requirement of the grant process. All customized designs are to follow NFC design standards.

These designs are the confirmed designs for the 2025 Campaign years. Standard artwork is subject to change.

For any questions, comments or concerns please contact your NFC Partnership Management Team directly or contact NFC's Design Studio Team at design@nfchq.com



NATIONAL FITNESS CAMPAIGN

