



## Call for Artists and Entry Guidelines

### UPPER DARBY TOWNSHIP

Upper Darby Township is issuing a Call for Artists to Upper Darby Township-affiliated artists. Upper Darby Township has partnered with National Fitness Campaign (NFC) to install a Fitness Court in a new park to be constructed at 7000 Walnut St. As part of this project, Upper Darby Township is looking for digital artwork to be featured on its multipurpose training wall.



*A sample Outdoor Fitness Court. 'The Heavy Collective' at Delhi Park in Santa Ana, California, is a collaboration between Bud Herrera, "Thirds Realm" and Kimberly Duran, "Shmi". Photo courtesy of National Fitness Campaign.*

To learn more about the Fitness Court, click here:

<https://www.nationalfitnesscampaign.com/fitness-court>

To see examples of past public art on the Fitness Courts, visit:

<https://nationalfitnesscampaign.com/local-artists>

The Fitness Court mural wall will be 32' L x 7' H in size and printed digitally on high quality anti-graffiti laminated vinyl. The front side of the Fitness Court training wall will also feature 4 small zones of artwork framing the Fitness Court usage and reference information. The two side panels of the training wall will feature the selected artist(s) headshot, logo, and short bio/description of the work. Please refer to the Local Artist Guidelines for further details and photos supporting examples of how the artwork will be featured on the Fitness Court. As a selected local artist, you will be joining a network of over 30+ artists across the country who have participated in the campaign. See more information about the campaign and local artist participation at: <https://nationalfitnesscampaign.com/local-artists>



## **DEADLINE FOR SUBMISSIONS**

March 31, 2026. 3:00pm

## **ELIGIBILITY**

Applicants must describe their personal connection to Upper Darby Township and be 18 years of age or older.

## **SITE INFORMATION**

The Fitness Court will be installed at 7000 Walnut St., Upper Darby, PA 19082. Upper Darby Township will be responsible for the cost of printing and installing the artwork and will require the local artist to attend the ribbon cutting and launch celebration once the Fitness Court opens to the public in Summer 2026, date TBD.

## **DESIGN CRITERIA**

- Artists must be 18+ years old and provide a W-9
- Contestants may submit up to (2) two entries and must complete an entry form for each submission.
- The deadline for submission is March 31, 2026 at 3:00 PM. Upper Darby Township reserves the right to extend all deadlines associated with this contest.
- All submitted designs and images must be the original work of the contestant.
- No third-party artwork or images, including clipart or copyrighted graphics, may be used.
- Submissions must be made by email to [cdbgbidding@upperdarby.org](mailto:cdbgbidding@upperdarby.org)
- Designs must be submitted digitally, in high resolution. Designs may be created with computer drawing programs OR traditional mediums that have been scanned into a high quality digital version.
- Accepted file types are:
  - Adobe Illustrator (ai)
  - Adobe PDF (pdf)
  - Illustrator EPS (eps)
  - Scalable Vector Graphic (svg)
  - PSD, JPG or other rasterized graphics, needs to be the exact dimensions above at least 200 dpi, preferably 300
- Artwork & designs must incorporate the Fitness Court selected powder coating color: Pantone 2191C (NFC Cyan Blue)
- Artwork must not reference any fitness equipment that is not a part of the Fitness Court (weights, treadmills, etc).



- Artwork should promote positive imagery and represent local or regional values unique to the area. The goal is to share fun, vibrant, innovative artwork that tells the story of wellness and fitness in our community.
- Artwork must not condone violence or disturb the peace.
- Artwork must not include reference to playgrounds or young children. (This is for safety purposes to avoid confusion; this is not a children's playground)
- Artwork does not serve as an advertisement for any brand or business.

#### **Community Engagement:**

- Submitted works will be presented to the public for community engagement and feedback prior to final selection by Upper Darby Township.

#### **With the selected design:**

- Upper Darby Township and NFC reserve the right to approve or reject any artist/design or make suggestions on final art.
- If applicable, NFC's national/state-wide sponsors reserve the right to review final artwork submissions. Logos may be represented on the back wall alongside the artwork.
- Upper Darby Township and NFC may alter, modify or revise the submitted design as it sees fit to achieve the needs of the Township. The selected artist will collaborate with NFC to fit artwork within Fitness Court design templates and standards.
- Contestants agree that Upper Darby Township, and the National Fitness Campaign may use their submissions and names for advertising campaigns and/or marketing materials in the future. Upper Darby Township and NFC reserves the right to share press & promotions of artwork and promote Fitness Court renderings or final install images on NFC's website, social media channels, marketing collateral, and as an example to other campaign partners. NFC reserves the right to print and/or reprint artist artwork onto Fitness Court vinyl for application at selected and predetermined Fitness Court site location. NFC will not reuse artist designs for any other Fitness Court site location without the artist's permission.
- The winning artist will retain the rights to their artwork and are free to reproduce it as they see fit.
- Artists will be invited to a launch event/ribbon cutting to promote art.
- Artist Grant Award will be mailed after artwork is installed.

#### **The selected artist will be required to provide:**

- High resolution digital files of artwork for back and front wall.
- Vector or high-resolution version of artist's signature to be featured on the back wall in bottom left 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+ dpi, 9.5" x 9.5") to be featured on side panel wall • Completed W-9 for grant allocation
- Address for grant check to be sent
- Social Media handles and/or personal website for promotion to be featured on NFC's website: <https://nationalfitnesscampaign.com/public-art>

The selected artist will be paid a grant amount of \$5,000 for the completed design upon final installation of the artwork by National Fitness Campaign.

Please send questions to: [keegan@nfchq.com](mailto:keegan@nfchq.com)

Thank you,

Scott Alberts  
Community & Economic Development Program Manager