



Art in the Square 2024

Founded in April 2000 by the Southlake Women's Club, Art in the Square will celebrate its 24th event with Methodist Southlake Medical Center as its presenting sponsor. Art in the Square is nationally ranked as the #4 juried art festival in the U.S. and has consistently been ranked in the top ten for over 12 years. Nearly 700 local, national, and internationally renowned artists applied for the approximately 160 available spots.

Sponsors will be highlighted on digital billboards, social media, websites and digital/print ads to recognize their support. The application process is underway to select the beneficiaries for the 2024 festival, and they generously support women, children, and families in Northeast Tarrant County.

Held in Southlake Town Square, this festival has a friendly, family-oriented appeal and attracts tens of thousands from Southlake and surrounding areas. The event creates a perfect venue for visitors to interact with nearly 200 artists, which include juried professional, emerging and aspiring high school artists, alongside a genre of musical talent on two stages, children's activities, food, and a time for family fun.

As the organizers plan for the 2024 Art in the Square, they take pride in their accomplishments:

- In the past 23 years, over 3.3M in net proceeds has been awarded to 76 different charities.
- A juried professional fine arts festival showcasing international, national, local and high school artists.
- Several genres of performers on two showcase stages
- Nearly 100 sponsors 2023
- 800+ volunteers 2023
- No paid event staff - all community and Southlake Women's Club volunteers
- On May 2, 2024, Methodist Southlake Medical Center and Art in the Square will host an art celebration showcasing the talents of the youth in the community.

Marketing for this event has been accomplished through numerous marketing mediums: print, TV, radio, internet, signage, PSA's, digital billboards and social media. The total value of our advertising campaign exceeds \$100,000. Our web site, www.artinthesquare.com facilitates artist applications, entertainment schedules, beneficiary information, and general information for attendees.

The key to our success is the support of our community, the City of Southlake, our sponsors, and the dedicated volunteers that work endless hours to present a successful Art in the Square. For 2024, Southlake Women's Club is committed to giving the community another successful festival for everyone involved. We hope you join us!