

# Caricature

ENTERTAINMENT



Presented by  
Jon Guerzon, Damon Renthrope, Jen Hodge, and Cameron Canales

Booth 333

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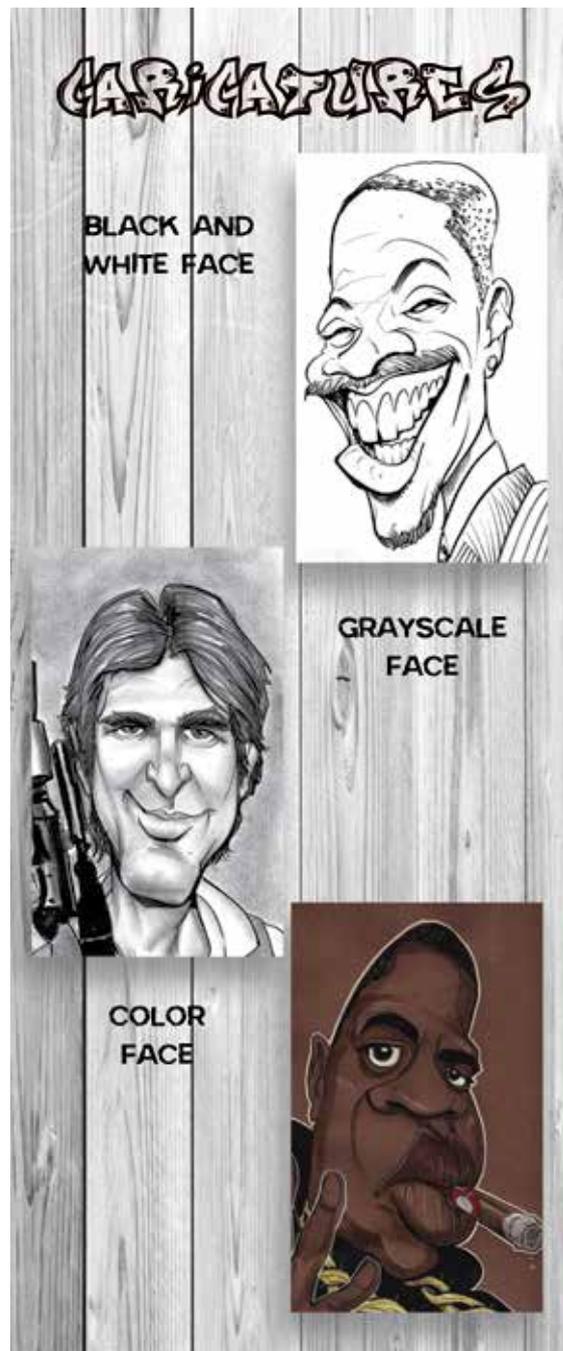
# Executive Summary

Fairs create fun memories. Our team of professional artists expect to provide high quality and engaging entertainment through the classic medium of cartoon caricature. We are committed to meeting the needs of each individual Fair working with the Western Fair Association while exceeding expectations of this traditional art medium. We will showcase our artistic skills and develop long term relationships with guests by providing keepsakes of their families and friends, capturing the moments of humor and joy at the Fair.

Art benefits everyone. The team has decades of retail experience, with backgrounds in graphic design, animation, book illustration, and web media development. Representing Southern California comes artists Damon Renthrope, Jen Hodge, and Cameron Canales, with Jon Guerzon representing Northern California.

Involvement and enrichment in the local art communities of each Fair hosting city is an integral part to our participation. Children and adults are enthralled to see live art created and the artists are open to extended conversations about the process. It is our team's goal to provide resources for those interested in art and its related careers.

Retail live caricature is a balance of affordability, time, and craftsmanship. Our goal is to provide a full service experience by giving art with the highest quality of materials, giving multiple finishing options of black and white, grayscale and color, while providing cost friendly finishes with travel tubes and framing.





It's  
Between The Lines

# Background and History

Each artist in their own right is a celebrated artist. They are each members of the International Society Of Caricature Artists, ISCA, and are annual participants in their caricature art competitions with talents from across the States and Internationally. You can find updated images of their works under their individual Instagram accounts. You will find in their history that they have collectively worked at multiple theme parks, events, festivals, and fairs including:

The San Diego County Fair,  
The Ventura Fair,  
The Big Fresno Fair, and  
The New Mexico State Fair.

Reviews are in. Each individual artist is heralded by fans, hosts, guests, and clients. Each artist has a unique personality, yet combined they create an atmosphere of friendly humor combined with engaging conversations for all ages. Find more details about each artist by searching their Instagram tags:

@DAMONARTS

@JAGUERZON

@CAMDRAWWS1918

@IRRESPONSIBLYDRAWN

Further references that demonstrate our experiences in successfully operating and managing retail aspects of the entertainment business are available upon request.

"Damon worked his magic at my twin daughters 1st and 7th birthday parties. I love how he captures everyone's cuteness in his drawings. His art really does resemble the models. Not only is he a talented artist but he has a great personality and is able to make everyone feel at ease.

Jon did a fantastic job. Not only was he punctual coming to the party but he was very talented and his drawings are funny, impeccable, and on point. My family enjoyed every bit of the experience.

Cameron did an amazing job! I booked him pretty last minute, and he went way beyond my expectations. I have booked a caricature artist in the past and the drawings were somewhat offensive. Haha, so as you can tell, I was so happy to have him make the party that much more special. Awesome artist! Highly recommended!

Jen, Awwwwww!!! You're the best! We loved every minute with you! Can't wait to see you next year.

||

# Something New

# JON

## GUERZON

@JAGUERZON

Jon Guerzon is an award winning artist across multiple mediums, both traditional and digital. He has completed live caricature events for United Way, General Mills, Google, Papyrus, while continuing a retail caricature series at the LegoLand Theme Park.

Prior to his foray into caricature, Jon was a public school educator for over 15 years, working primarily with underserved and at-risk populations. He is the founder of the JLI Academy, a tax-exempt nonprofit that developed an art studio and all-ages educational programs at various locations in Stockton, California. Having served as the Executive Director and supporting the board in many capacities, JLI accomplished a primary part of its mission by establishing a public art studio where young artists can learn and practice art skills under the leadership of professional artists.

# DAMON

## RENTHROPE

@DAMONARTS

Beautifully funny, quick, and accurate caricatures for any event by the highly acclaimed artist Damon Renthrope. With 15 years experience, Damon asks each guest if they'd prefer a "cute" or a "funny" drawing, completed in 2-5 minutes, and each is a professional, frame worthy piece of art.

Studying at SDSU, SDCC, and SDMC, his formal fine art and graphic design training offers a keen insight to exactly what it takes to create a streamlined piece of art that people will love.

Since then, he's enjoyed the patronage of MTV, Nascar, Paramount Studios, Red Bull, Tiger Woods, Rohan Marley (the Bob Marley family), Mandy Moore, Johnny Knoxville, Rob Dyrdek, and others. In addition, he is a published children's book illustrator, oil painting artist, and muralist.

# JEN

## HODGE

@IRRESPONSIBLYDRAWN

Jen Hodge likes to draw stuff. Also, she likes to write about stuff.

Jen is the acclaimed artist of her family of 8, which means her inexcusable behavior in most cases is excused because of her talents. Being an artist is a mental condition. There is nothing we can do about the temperament of a creative mind. When she sees good art that tells a story, she is sincerely moved by it and strives to be better at her craft. Her goal is to move people with the stories she tells. So many stories. So many. Jen wishes she could tell them all.

# CAMERON

## CANALES

@CAMDRAWNS1918

"Oscar Worthy Artist!"

Fun, funny, and specializing in the art of caricature, Cameron Canales will bring life and laughter to your party or event. In just 2 - 5 minutes a person on average Cameron will capture not only your guests' likeness but their personalities as well. Each caricature will become not only a keepsake from your event but a personalized piece of artwork that they will be proud to hang on the wall at home.

Cameron originally started drawing caricatures at both Legoland, CA and the Safari Park. Cameron has become his own entity drawing at private parties and events as well as running a concession below the Oceanside Pier for nearly a decade. In addition to drawing caricatures, Cameron is a gallery featured fine artist. He also develops graphics, logos and other commissioned artwork for private clients, corporations, small businesses, and non-profit organizations.

"Art Is Forever,



Make Sure It's  
The Good Kind"

# Event Overview

**B**etter than a photobooth. Collectively, the artists have a dynamic caricature accumen that pushes the perception of cartoon art. Our goal is to provide the Fair local community with artwork worthy of the honored wallspace in their homes. Our target market extends with the popularity of the artform amongst children and the nostalgic passion for caricature amongst adults. Caricatures have become as ingrained in the Fair experience and family traditions as the carnival rides and candied apples.

Each artist is equally invested creatively and financially to the success of our caricature stand. There is a common agreement on procedures for customer service, pricing, booth appearance, and daily operations. Our varied approaches to caricature allow the guests to select the style they are most comfortable with, with options for cute, humorous, and even extreme exaggeration. Guests will be provided with a comfortable and visually appealing environment within the booth, with the artists making themselves available to engage and answer any questions about the art, the creative process, and the appropriate usage of the image.



# Event Requirements

Our art team will have all the proper staging elements for a successful booth presentation. The team will provide the appropriate seating for themselves and the guests. The team is capable of designing a booth around preset spacing and environment covering, and has the ability to provide tenting of multiple sizes. Each artist will provide visuals, in the form of their style specific samples, to enhance the presentation. The booth will have appropriate lighting and furniture arrangement to create the safest traffic flow for guests being drawn and those waiting for the opportunity. All signage will be professionally designed, printed, and displayed to clarify for guests the procedures and pricing for the retail items made available. Proper storage of materials, and procedures for opening and closing will be followed in accordance.

Currently, the team is housed under the limited liability corporation Lead by Lazarus Ink, EIN# 82-2853667.

Proper legal work, documentation, indemnification, and insurance will be provided according to the coverage requirements.

"Without limiting Proposer's indemnification obligations, selected proposer shall procure and maintain, at its sole cost and for the duration of this contract, insurance coverage as provided below, against all claims for injuries against persons or damages to property which may arise from or in connection with the performance of the work hereunder by Proposer, its agents, representatives, and/or employees."

State and local tax rules will be applied, with proper filing of all financials.





# Marketing Plan

## Key Event Marketing Goals

- Attract daily at least 400 people to the stand from new attendees and at least 20% return visitation (i.e. visitors from previous year events).
- Encourage people to stay an average of 15 minutes to review art, the caricature process, and share via social media.
- Generate greater community and business awareness leading to at least 2 new sponsors.
- Generate greater awareness of our art venue.

## Key Messages and Brand

Identify your Fair branding and the key messages you will use consistently across your marketing campaign.

Use a consistent name and logo that will be used in our promotional campaign.

Use the appropriate social media channels with a focus on correct and efficient tagging and hashtags.

Detailing what this year's brand new feature will be.

Booking guest earlier in the day with matinee or special pricing.

Upgrading guests to a package that meets their visual preferences and budget needs.



# Marketing Tools

## DIGITAL, ONLINE

Word of Mouth: Identify ways to spread event via word of mouth

Website: Update website

Databases: Direct mail, Mail and email addresses, SMS, Social Media, Blogs, Forums:

Facebook, Twitter, YouTube, Instagram,

LinkedIn etc

## PUBLICITY & PUBLIC RELATIONS

Online Calendar listings: Free Editorial

Event website calendars, Council, tourism operators etc Editorial stories, pictures,

listings etc, Promote event at speaking engagements

## MARKETING MATERIALS

Launch for media, sponsors,

stakeholders etc. Fliers, posters,

programs etc and distribution plan,

Signage, banners, Signs on town

entrances, other locations, venues

## MEDIA

Editorial, Advertising, Media Releases

Television, Local Politicians

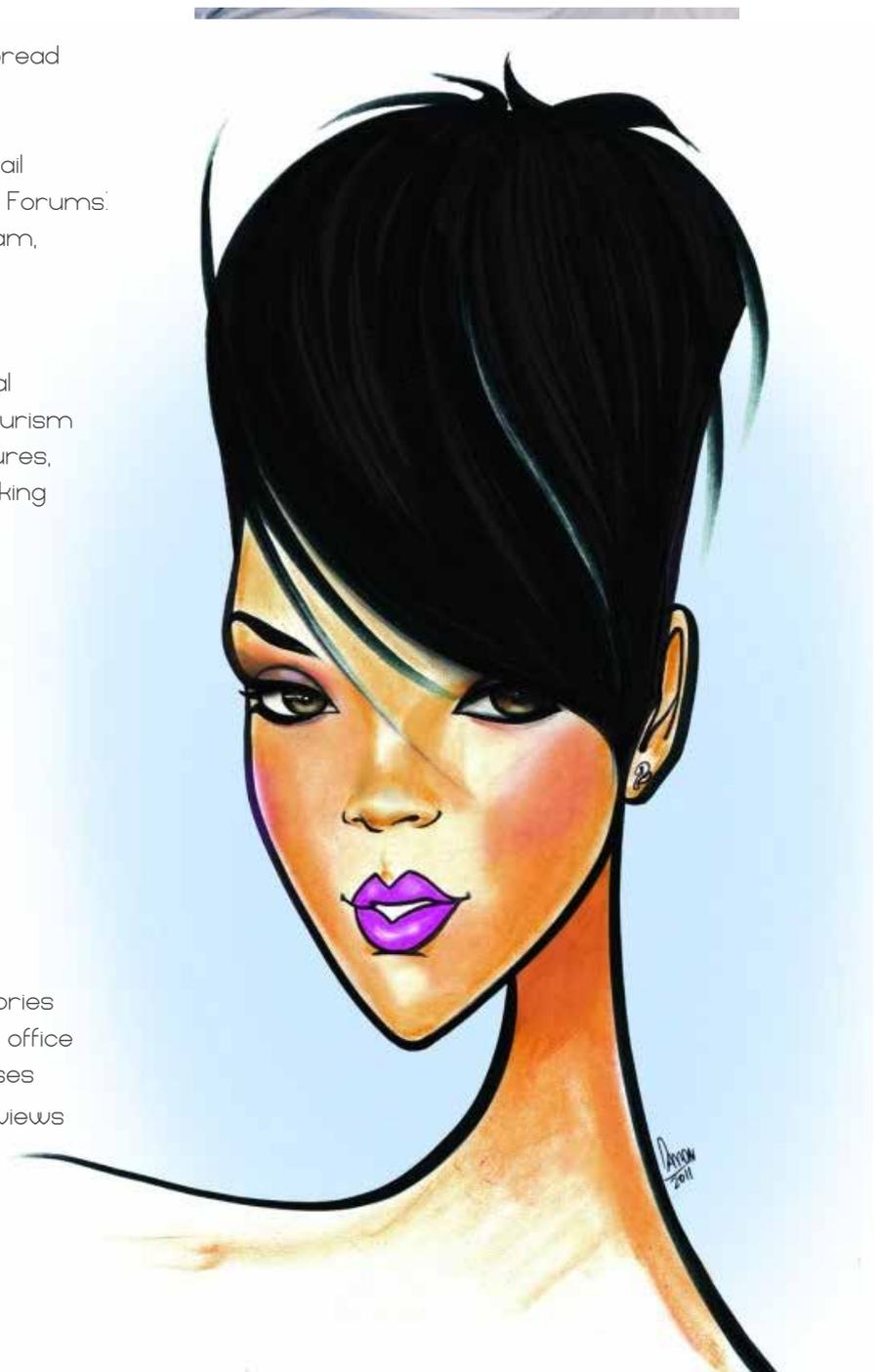
Sponsorship, community service

announcements, paid ads, news stories

Request inclusion in newsletters, at office

etc. Radio Council, Tourism, Businesses

Sponsorship, prize giveaways, interviews



# Budget Breakdown

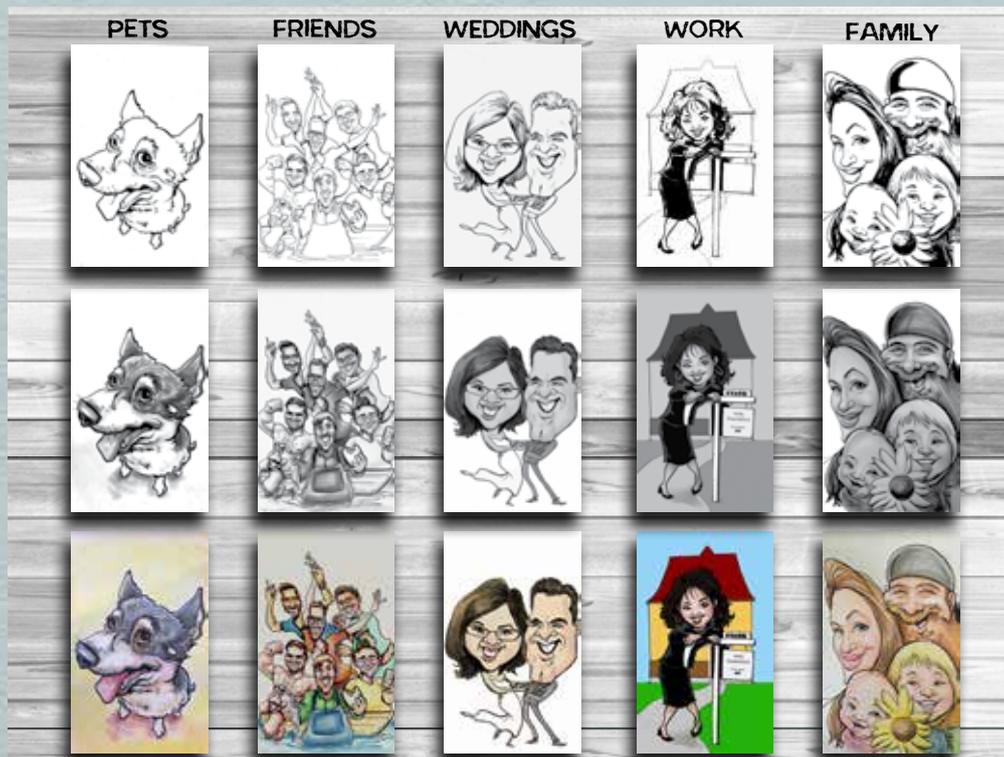
Pricing for each Fair will be determined according to the Profit and Loss margins, dependent on the operating costs. The most recent event has our pricing to the guests at:

- \$15 for a Black and White Head Sketch,
- \$20 for a Grayscale Head Sketch,
- \$25 for a Color Head Sketch,
- \$10 ADDITIONAL** for Body or Theme
- 2X multiplier for specific artist style
  - \$5 travel tubes
  - \$10 mat frames
  - \$20 11x17 glass frames
  - \$30 16x20 glass frames
  - \$40 line up glass frames

Pricing does not include sales tax.

Operating costs include potential variables for booth spacing inline or corner at 10 x 10, 10 x 15, or 10 x 20. The team will find appropriate housing in the local area via online rental apps like AirBnB, which will vary due to size and availability.

2019 SPACE RATES	
<b>Festival of Products - Costa Mesa Building</b>	
Most events are designated as Festival Space 1, 2, 3, 4, 5, 6	
*Some events in the Commercial Space Program	
10' x 10' (inline)	\$3,300
10' x 10' (corner)*	\$3,300
<b>Festival of Products - Santa Ana Pavilion</b>	
Events are designated as Festival Space 1, 2, 3, 4, 5, 6	
10' x 10' (inline)	\$4,000
10' x 10' (corner)	\$4,975
<b>Festival of Products - Huntington Beach Building</b>	
Most events are designated as Festival Space 1, 2, 3, 4, 5, 6	
*Some events in the Commercial Space Program	
10' x 10' (inline)	\$3,300
10' x 10' (corner)*	\$4,300
<b>Outside Space</b>	
10' x 10' (inline)	\$3,475
10' x 10' (corner)	\$3,375
10' x 15' (inline)	\$3,800
10' x 15' (corner)	\$4,000
10' x 20' (inline)	\$4,425
10' x 20' (corner)	\$4,725
10' x 10' (inline)	\$4,325



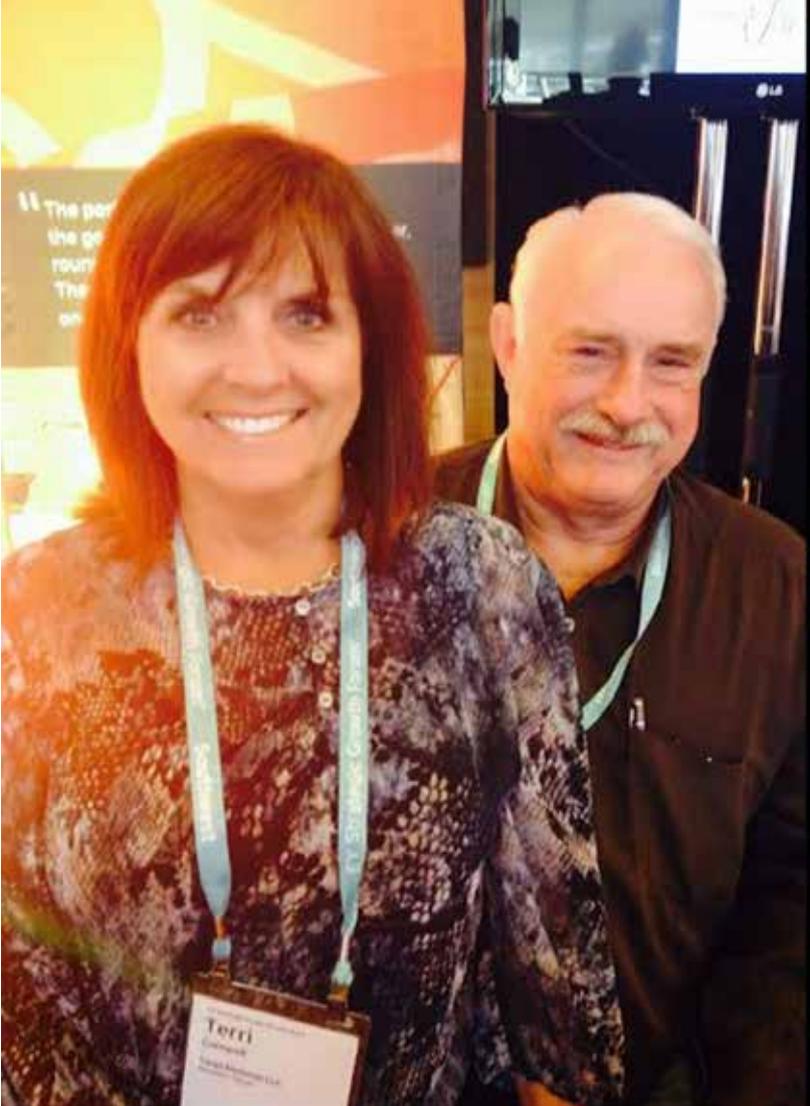


# Likeness Is In The Details



# Appendix





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