

C H A R L O T T E



IDEAS + MUSIC + FOOD + ART

Invitation to Creative Participation

For more information
visit CharlotteSHOUT.com



APRIL 2-18, 2027
UPTOWN CHARLOTTE



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INTRODUCTION

Charlotte SHOUT! is an inspirational multi-week festival designed to showcase our community by celebrating Charlotte's creativity and innovation through art, music, food, and ideas. Located primarily in Uptown Charlotte, **SHOUT!** features exceptionally curated programming from around the corner and around the world.

Join us once again as we transform the streets, parks, and venues into a vibrant tapestry of creativity. Here's what awaits you:

Bigger Canvas: More artists, more installations, and more surprises. We're expanding our horizons, quite literally!

Community Collaborations: Let's co-create! Workshops, interactive exhibits, and collaborative murals — your brushstroke matters.

Cultural Fusion: From local legends to global sensations, our lineup celebrates diversity, unity, and the universal language of art.

Your Story: Because every attendee is a storyteller. Share your **Charlotte SHOUT!** moments using #Shout2027.



Our Mission

Charlotte SHOUT! curates a sensory feast that weaves together the inspiring talents of internationally acclaimed and locally-grown artists, musicians, chefs, and thought leaders. We present a creative and innovative arts experience through a series of coordinated festival events designed to bring people together.

Our Vision

Charlotte Center City Partners (CCCP) is committed to creating accessible opportunities for artists and creative businesses throughout our community. We encourage submissions from artists of all backgrounds, experiences, perspectives, and business types, including emerging artists, small businesses, veteran-owned businesses, women-owned businesses, minority-owned businesses, and historically underrepresented members of the creative community.

CCCP values a vibrant and inclusive creative economy and seeks to engage a broad range of qualified artists whose work contributes to the cultural richness of Center City Charlotte.



Eligibility

Charlotte SHOUT! is a family-friendly event, experienced by people of all ages and backgrounds. We invite artists, designers, creatives, architects, engineers, businesses, and educational institutions to present ideas, designs, energy, and passions to be a part of the festival. All individuals are encouraged to apply, regardless of age, ethnicity, citizenship, physical ability, occupation, race, gender, background, or any other personal characteristics. We want to see your artwork and big ideas! We encourage you to think outside the box and be unique.



art

Charlotte SHOUT! seeks transformative art installations from imaginative and inspired story tellers to support the backbone of the event. Proposed works will be temporary installations that should explore an engaging idea or thematic concept. Successful proposals will demonstrate a unique experience of new technology, sustainability, accessibility, and innovative thinking that sparks curiosity.

Art Applications Include:

- Poster Competition
- Icons
- Easter Eggs on Parade
- Interactive Art



Poster Competition

Design your own **Charlotte SHOUT!** poster and enter to be selected as the “face” of **Charlotte SHOUT! 2027!** We’re looking for a design that’s creative, vibrant, inspiring, and that encompasses all that **SHOUT!** has to offer.

The contest is open to anyone — regardless of experience. We hope to receive entries from students, seniors, professional artists, and novices. Completed entry forms must be attached to the back of each poster. Entry forms are located under **Poster Guidelines**. **All entries must include (in this order): name, address, email, phone number, artwork title, description (150 words max), photo of artist, and how the work represents the Charlotte SHOUT! Festival (150 words max).**

Prize Package

The winning image will be displayed on the cover of the **Charlotte SHOUT!** program booklet, festival posters, and other promotional collateral.

The selected poster artist will receive:

- Recognition as the official 2027 **Charlotte SHOUT!** poster artist.
- 100 posters
- A \$1,000 cash award*

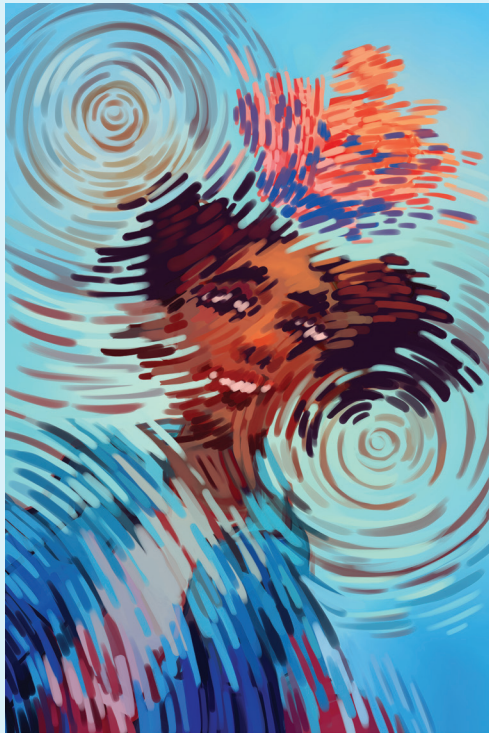
Charlotte SHOUT! will retain possession and all legal rights to the artwork selected, including all reproduction and photographic rights, with credit for the artwork being given to the artist in all accompanying material.

***The selected artist MUST provide high-resolution, print-ready files (determined by CCCP). Payment will not be granted until the print-ready files are approved by CCCP.**

POSTER GUIDELINES

- The festival theme does not apply to the poster competition.
- Only original artwork submitted by the artist or the artist’s representative will be accepted. The artwork must not contain third-party photographs, illustrations, fonts, logos, characters, stock assets, or other protected material unless the artist has secured written permission allowing the uses described in these guidelines.
- Posters must be submitted in-person to **Charlotte Center City Partners**, 200 S. Tryon St., Suite 1600, Charlotte NC, 28202, between 9 a.m. and 4 p.m. by **September 4, 2026**.
- Artists are limited to two entries per artist.
- Artwork must not have been previously exhibited in any City of Charlotte program in the last three years.
- The artwork must not infringe any copyright, trademark, privacy, publicity, or other third-party right.
- Two-dimensional artwork only.
- Size must not exceed 24” W x 36” H.
- **Do not include the Charlotte SHOUT! logo or name on the artwork.**
- Artists must accurately disclose any use of generative artificial intelligence in creating the submission.
- **Completed entry forms on page 8 must be attached to the back of each poster.**





By submitting artwork, each applicant gives Charlotte ArtsFest, Inc. and Charlotte Center City Partners permission to display and promote the submission in connection with the competition and **Charlotte SHOUT!** The selected artwork may be reproduced, modified, and used for festival posters, advertising, signage, digital content, sponsor promotions, and merchandise offered for sale. As a condition of selection and receipt of the \$1,000 award, the winning artist must sign a separate Artwork Rights Agreement granting the organizers the necessary ownership and commercial-use rights. The award will constitute full compensation for those rights, and no additional royalties will be paid unless otherwise agreed in writing. Non-winning artists retain ownership of their artwork.



Poster Timeline

August 3, 2026

Poster Drop Off Opens

September 4, 2026, 4PM EST

Poster Competition Closes

September 21–25, 2026

Poster Pick-up (between 9 a.m. and 4 p.m.)

By October 1, 2026

Poster Competition Applicants Notified

April 2–18, 2027

Charlotte SHOUT! 2027

No applications will be accepted via email. Once submitted, applicants will not be allowed to edit their posters. **If you have any questions about the application process, please contact KLORD@CHARLOTTECENERCITY.ORG.**



SHOUT!

Poster Competition Entry Form

Name

Address

Email

Phone

Artwork Title

Description

(150 words or less)

**How does
this work
represent
the SHOUT!
Festival?**

(150 words or less)



☐ I have read and agree to the artwork-use terms and understand that, if selected, I must sign the Charlotte SHOUT! Artwork Rights Agreement before receiving the award.

2027 SHOUT! Creative Framework

The 2027 Charlotte SHOUT! Creative framework is *Follow Your Curiosity.*

Curiosity is the enduring creative framework for **Charlotte SHOUT!**, guiding the festival's programming, artistic experiences, and invitations to the community each year. We ask that your application(s) incorporate this idea and invite you to be as creative as possible in your proposal. As you are creating your application keep in mind the following questions:

- What inspires your curiosity?
- Why is curiosity important in the world today?
- How can curiosity bring people together?
- What role does curiosity play in art & creativity?
- How can communities foster curiosity?
- What's something you've always been curious about?

This theme will be applied to the following applications:
Icons, Easter Eggs on Parade, and Interactive Art.



Rights in Submitted Artwork

!cons and Easter Eggs on Parade

Charlotte ArtsFest, Inc. owns the physical structures used for the **Charlotte SHOUT!** !cons and Easter Eggs on Parade program. Selected artists will retain copyright and intellectual property rights in the original artwork they create for those structures. By accepting a commission, the artist grants Charlotte ArtsFest, Inc. and Charlotte Center City Partners permission to install, display, photograph, film, and promote the artwork in connection with **Charlotte SHOUT!** and its related archival and promotional materials. Following the festival, Charlotte ArtsFest may remove, cover, preserve, store, or replace the artwork as necessary to maintain and reuse the underlying structure. The artist's compensation, installation requirements, attribution, permitted promotional uses, and treatment of the artwork following the festival will be established in a separate artist agreement.

Interactive Art

Selected interactive installations will be exhibited as part of **Charlotte SHOUT!** The artist will retain ownership of the installation and all underlying intellectual property. By accepting a commission, the artist grants Charlotte ArtsFest, Inc. and Charlotte Center City Partners permission to install, operate, display, photograph, film, and promote the work in connection with the festival. Specific terms regarding compensation, delivery, installation, operation, maintenance, insurance, removal, and permitted promotional use will be established in a separate artist agreement.

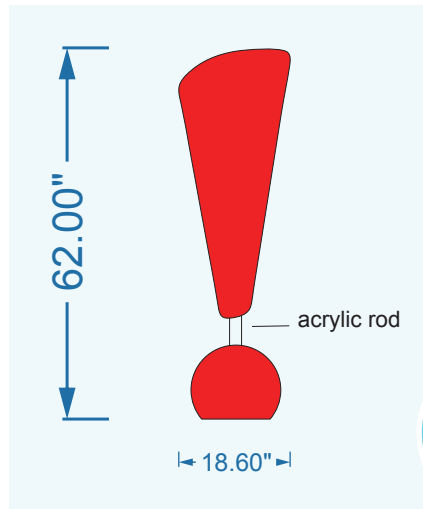


!cons

Charlotte SHOUT! is all about shouting Charlotte's talent. What better way to **SHOUT!** than with your own !con. Giant exclamation points will be located at various venues during the festival. We are looking for artists to have their work featured as a **SHOUT!** !con and displayed throughout the festival. Selected artists will receive \$1,000 and have their name and bio featured on an !con.

!con Details

!cons will be 62 inches tall, 12 inches deep, and made from hard-coated Styrofoam. **Applications should only feature 2D designs.** We are looking for bright, creative ideas that will stand out at the festival.



\$10
Application
Fee



BUDGET

\$1,000 budget

The budget includes artist fee, all labor costs to build the artwork (from concept to installation on-site), all materials, installation, de-installation, engineering services, testing needed for your artwork, Certificate of Insurance with minimum of \$1 million general liability insurance (listing Charlotte Center City Partners as Additionally Insured), shipping costs, all travel, and accommodations. **Charlotte SHOUT!** organizers will provide daily checks and basic maintenance. **Please note: Charlotte SHOUT!** owns and keeps the !cons. Artists may remove added pieces to their !con after the festival is over on April 18 at 10 p.m.

TO APPLY, YOU WILL NEED TO PROVIDE THE FOLLOWING:

- Contact information, artist biography, and social media handles
- A brief written description of your proposal/idea
- A copy of your individual or company credentials and design/work portfolios
- A fully itemized project budget (inclusive of artist fee, construction, installation, etc.)
- One or more photo-realistic renders or sketches of your idea if applicable.
- Include the **Charlotte SHOUT!** 2027 creative framework, *Follow Your Curiosity*, in your artwork. We recommend reviewing the creative framework information on page 9.

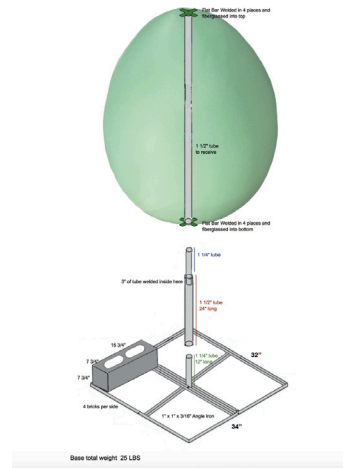
!con Timeline

August 3, 2026	Applications Open
September 4, 2026	Application Closes
By October 1, 2026	Applicants Notified of Selections
January 2027	!con Pick-up
Week of March 29, 2027	!con Drop off
April 2–18, 2027	Charlotte SHOUT! 2027



Easter Eggs on Parade

Easter Eggs on Parade has become a **SHOUT!** staple and showcases local artists' talent inspired by famous, bejeweled eggs. Giant eggs will be placed Uptown for the festival, and we are looking for local artists to decorate an egg. We are looking for mostly 3D designs but are open to 2D ideas as well. Selected artists will receive \$2,000 to carry out their idea.



Egg Details

Each egg is made of fiberglass, stands 48" tall, 36" in diameter, and sits on a solid base. The base is 36" by 36". **Charlotte SHOUT!** will provide a small black base and signage for each egg. Please note the egg measurements (left) and a photo of a completed and installed egg to the far left.

BUDGET

\$2,000 budget

The budget includes artist fee, all labor costs to build the artwork (from concept to installation on-site), all materials, installation, de-installation, engineering services, testing needed for your artwork, Certificate of Insurance with minimum of \$1 million general liability insurance (listing Charlotte Center City Partners as Additionally Insured), shipping costs, all travel, and accommodations. **Charlotte SHOUT!** organizers will provide daily checks and basic maintenance. *Please note:* **Charlotte SHOUT!** owns and keeps the fiberglass eggs and bases. Artists may remove added pieces to their egg after the festival is over.

**\$10
Application
Fee**

TO APPLY, YOU WILL NEED TO PROVIDE THE FOLLOWING:

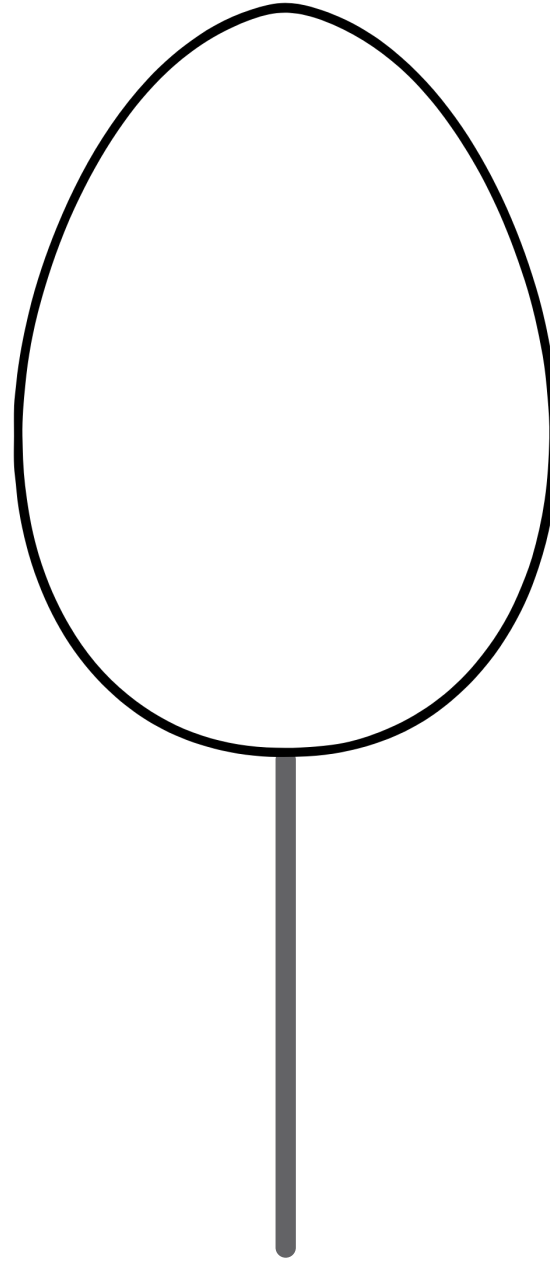
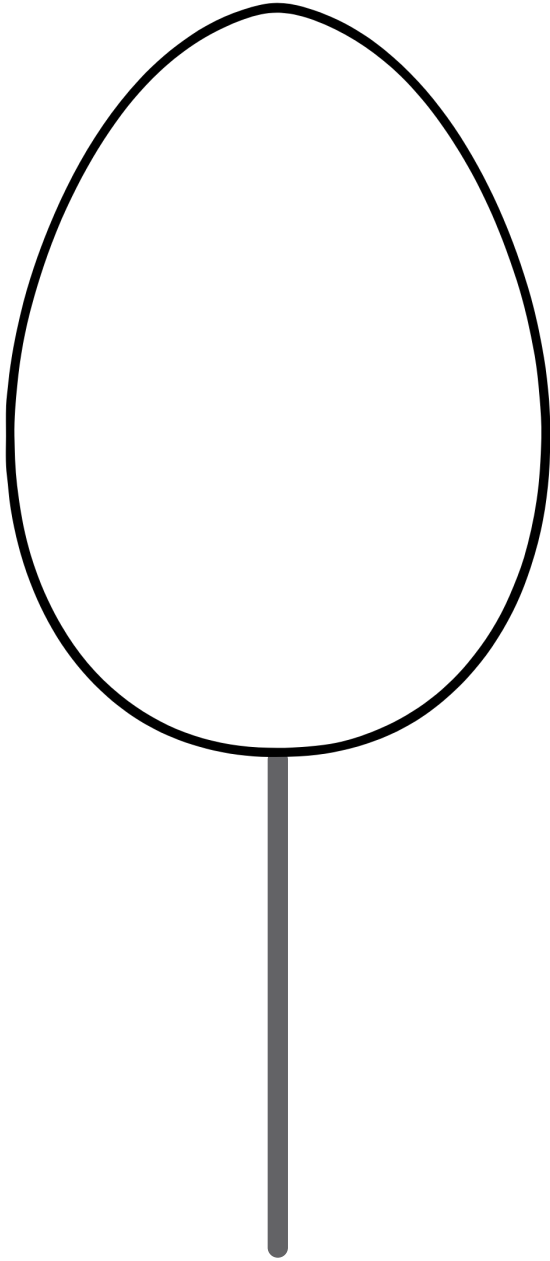
- Contact information, artist biography, and social media handles
- A brief written description of your proposal/idea
- A copy of your individual or company credentials and design/work portfolios
- A fully itemized project budget (inclusive of artist fee, construction, installation, etc.)
- Include the **Charlotte SHOUT!** 2027 creative framework, *Follow Your Curiosity*, in your artwork. We recommend reviewing the creative framework information on page 9.
- One or more photo-realistic renders or sketches of your idea; you may use the template on page 13 as a guide.

Apply
here

Easter Eggs on Parade Timeline

August 3, 2026	Applications Open
September 4, 2026	Application Closes
By October 1, 2026	Applicants Notified of Selections
January 2027	Egg Pick-up
Week of March 29	Egg Drop-off
April 2–18, 2026	Charlotte SHOUT! 2027

Easter Eggs on Parade Template

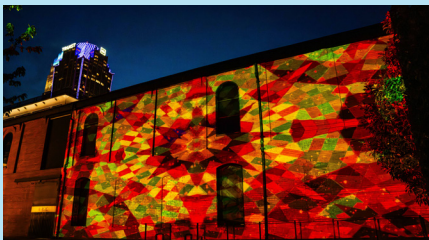


Interactive Art

We are looking for interactive installations that bring big ideas to life. Proposed works will be temporary installations that explore an engaging idea or thematic concept while also having an interactive and illuminated component. Our hope is for participants to interact with your work multiple times throughout the festival with different impressions after each visit. Successful proposals will demonstrate a unique experience, new technology, sustainability, accessibility, and innovative thinking.



\$25
Application
Fee



BUDGET

\$15,000 budget

The budget includes artist fee, all labor costs to build the artwork (from concept to installation on-site), all materials, installation, de-installation, engineering services, testing needed for your artwork, Certificate of Insurance with minimum of \$1 million general liability insurance (listing Charlotte Center City Partners as Additionally Insured), shipping costs, all travel, and accommodations. **Charlotte SHOUT!** organizers will provide daily checks and basic maintenance.

Interactive Art Timeline

August 3, 2026	Applications Open
September 4, 2026	Application Closes
By October 1, 2026	Artists Notified of Selections
Week of March 29, 2027	Interactive Art Install
April 2–18, 2027	Charlotte SHOUT! 2027
April 19, 2027	Interactive Art Removal

TO APPLY, YOU WILL NEED TO PROVIDE:

- Contact information, artist biography, and social media handles
- A brief written description of your proposal/idea
- A copy of your individual or company credentials and design/work portfolios
- A fully itemized project budget (inclusive of artist fee, construction, installation, etc.)
- Include the **Charlotte SHOUT!** 2027 creative framework, *Follow Your Curiosity*, in your artwork. We recommend reviewing the creative framework information on page 9.
- Two or more photo-realistic renders or sketches of your idea.



APPLICATION





Application Details

Charlotte SHOUT! is looking for big ideas and invites you to be as creative as possible in your proposal.

Applications must be submitted through the online portal, SlideRoom, by September 4, 2026 (excluding the poster competition). No applications will be accepted via email or physical copy, except the poster competition. See page 19 for the list of application fees. Once submitted, applicants will not be allowed to edit their proposals. Charlotte Center City Partners takes no responsibility for access or connection issues. If you are having trouble accessing the application form or have any questions about the process, please contact KLORD@CHARLOTTECENCERCITY.ORG

Benefits

Participating in **Charlotte SHOUT!** provides several benefits, including:

- Showcasing your talents to a large-scale audience and increasing your brand awareness
- Marketing support for your installation through integration with the wider **Charlotte SHOUT!** program and marketing campaign. This includes a listing on the **Charlotte SHOUT!** website and inclusion in the **Charlotte SHOUT!** digital marketing program.
- Networking events with other program participants.
- Further support, such as investment in the event, venue, or talent may be possible subject to negotiations and conditions.

Sponsor Activations

This invitation process is not applicable for industry or corporate hospitality events, brand activations, or product launches. Please get in touch with the **Charlotte SHOUT!** team at MPONCE@CHARLOTTECENCERCITY.ORG if you would like to discuss opportunities to align your brand with the festival and become a sponsor.



Apply for
**Easter Eggs
on Parade**



Apply for
!cons



Apply for
**Interactive
Art**

Invitation to Creative Participation Webinar

Have a question about any of the applications? Join us for a virtual webinar where we'll review the call, walk through the application process, and answer questions from artists.

Date/Time: August 12, 2026 from 1:30– 3:00 p.m.

Register for the Webinar [HERE](#)



FAQs



FAQs

When is SHOUT!?

Charlotte **SHOUT!** will take place in Uptown, Charlotte **April 2–18, 2027**.

When is the deadline to submit your applications?

All proposals must be completed and submitted through the online portal, SlideRoom, by **September 4, 2026**.

For the poster competition, all posters must be completed and dropped off in-person to 200 S Tryon St., Suite 1600, Charlotte, NC 28202, by **September 4, 2026 by 4 p.m. EST**.

The quick link is not working for my computer. How do I access the applications?

Copy and paste the links below in your browser.

- Apply for Easter Eggs on Parade: [HTTPS://CHARLOTTECENTERCITY.SLIDEROOM.COM/#/PERMALINK/PROGRAM/89984](https://charlottecentercity.slideroom.com/#/PERMALINK/PROGRAM/89984)
- Apply for !cons: [HTTPS://CHARLOTTECENTERCITY.SLIDEROOM.COM/#/PERMALINK/PROGRAM/89983](https://charlottecentercity.slideroom.com/#/PERMALINK/PROGRAM/89983)
- Apply for Interactive Art: [HTTPS://CHARLOTTECENTERCITY.SLIDEROOM.COM/#/PERMALINK/PROGRAM/89982](https://charlottecentercity.slideroom.com/#/PERMALINK/PROGRAM/89982)

Can multiple artists work on one proposal?

Yes, artists can apply together, but the funds will stay the same as if it was one project.

Can you submit proposals for multiple categories?

Yes, applicants may apply to participate in multiple categories. However, do not submit the same application to multiple categories.

How much does it cost to submit a proposal?

Application Fees

Poster Competition	\$0
!cons	\$10
Easter Eggs on Parade	\$10
Interactive Art	\$25

If you have any additional questions or concerns, please email

KLORD@CHARLOTTECENTERCITY.ORG

