



MEDIA KIT

CALL FOR ENTRY

[WWW.CALLFORENTRY.ORG](http://WWW.CALLFORENTRY.ORG)



POWERED BY WESTAF

*Figured Driftwood, Turnagain Arm, Alaska by Hal Gage. 2021. Photo courtesy of Hal Gage.*



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*Rock Drop on the Powder River  
by Claire Remsberg. 2020. Photo  
courtesy of Claire Remsberg.*

# ABOUT US

Call for Entry (CaFÉ) is an online application submission system designed for the arts sector to help organizations manage their call for entry processes. Artists all over the world can apply and submit work for exhibitions, arts competitions, grants, RFQs/RFPs, and many other arts opportunities.

CaFÉ launched in 2005 as part of a technology initiative developed by the Western States Arts Federation (WESTAF), a regional nonprofit arts service organization dedicated to strengthening the financial, organizational, and policy infrastructure of the arts in the West and beyond. CaFÉ's mission, to make art opportunities available to all by offering an affordable and easy-to-use submission platform, is fueled by our desire at WESTAF to support and encourage creative expression and to build and energize creative networks across the arts sector.

## CaFÉ BY THE NUMBERS

APPLICATIONS  
HANDLED **1.1M+**

CALLS  
ADMINISTERED **10K**

ACTIVE  
ARTISTS  
REGISTERED **145K**

IMAGES  
COLLECTED **3.8M+**



# PRODUCTS & SERVICES



CaFÉ was created with ease of use in mind and offers a range of products and services to streamline the call for entry process, including:

## **Online Application Management**

CaFÉ's web-based platform allows arts administrators to create custom forms and manage applications for call for entry processes.

## **Payment Processing**

CaFÉ facilitates secure and efficient payment processing for entry fees and other payments associated with the call for entry process.

## **Jury Management Tools**

Administrators can enable jurors to review artwork and score applications, plus manage multiple jury rounds and select the winning entries.

## **Technical Support**

The CaFÉ team is available to administrators and artists to help them navigate the application process.



# FEATURED CLIENTS

## Private Organizations & Galleries



**BERKELEY  
ART  
CENTER**



CARNEGIE CENTER  
FOR ART AND HISTORY

## Government Entities & Art Alliances



## Educational Institutions & Museums



National  
Portrait  
Gallery

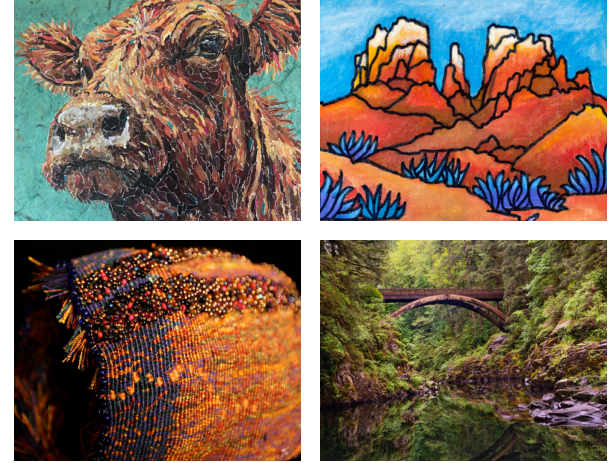


# ARTIST SHOWCASES

CaFÉ periodically hosts its own calls for entry to gather artwork and showcase artists on its website and social media pages.

## Way Out West

In March 2019, CaFÉ opened *Way Out West*, which was the catalyst for featuring artwork regularly on its Instagram page. The goal of this call for entry was to celebrate artists living and working in our Western region: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming.



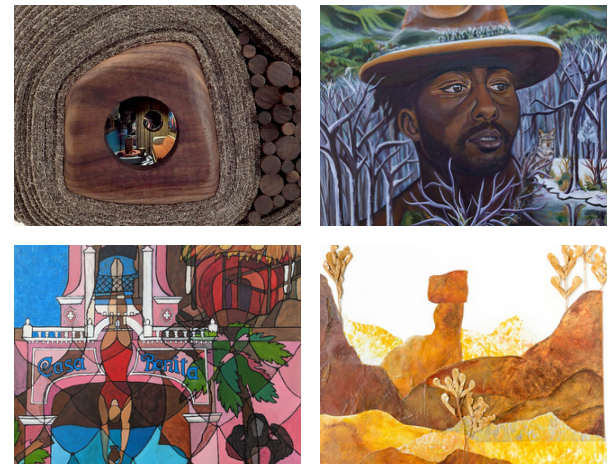
## Recharge the Arts with CaFÉ

In December 2021, CaFÉ opened *Recharge the Arts*. The goal behind this call was to showcase the resiliency, hope, and endurance of the community of artists that use CaFÉ following years of hardship caused by the COVID-19 pandemic, ongoing racial injustice, climate change, and more.

See: [Meet Five Artists who are Recharging the Arts](#)

## CaFÉ All Over The Place

In April 2023, CaFÉ collected entries for *CaFÉ All Over The Place*. This call invited artists to submit artworks that explore relationships to or the personal experiences of a particular place, community, or its impact on your identity.



### Artwork Credits (left to right, top to bottom):

**Way out West:** *Eleanor* by Andi Burnum, 2018; *Cathedral Rock and Century Plants* by Mary Helsaple, 2019; *Antigua* by Linda Barlow, 2017; *Bridge at Moulton Falls* by Scott Fenton, 2019; **Recharge the Arts:** *The World is Ending Again* by Caitlin Morris, 2021; *Outgrowing* by Laurie Satizabal, 2021; *Touch Orange* by Ron Conrad, 2017; *I Dunno* by Greg Hausler, 2002; **All Over the Place:** *If I Were a King* by Margie Criner, 2018; *River's Edge* by Juleah Edwards, 2021; *Mountain Scape #2* by Amy Butikofer, 2021; *Casa Bonita Inside and Out* by Brinda Lane-Pumphrey, 2022.



# THE CAFÉ TEAM

CaFÉ is powered by a small but mighty team of creatives, technology experts, and arts enthusiasts who work in WESTAF's web services division.

Passionate about helping people and supporting the arts sector, we hold the following values:

- **Be People-Forward and Social Justice-Minded**
- **Promote a Fun and Enjoyable Work Environment**
- **Lead with Integrity and Transparency**
- **Prioritize Humility and Courage**
- **Prioritize Innovation and Accessibility**
- **Center Equity**
- **Foster Trust and Respect**
- **Foster Collaboration**

[Read more about WESTAF's values and guiding principles.](#)



*Contemplating Better Days  
by Barbara Dinbach. 2020.  
Photo courtesy of Barbara  
Dinbach.*

# BRAND ASSETS

## NAME & TRADEMARK INFORMATION

**FULL NAME:** CallforEntry™ **ABBREVIATION:** CaFÉ™

### BRANDING DO's & DON'TS:

- **DO** use the trademark symbol (™) for CaFÉ. Use for the first or most prominent instance of the mark.
- **DO** make sure to use É in CaFÉ (CaFÉ, not CaFE).
- **DO** keep the *a* in CaFÉ lowercase (CaFÉ, not CAFÉ).
- **DO** spell CallforEntry as one word (CallforEntry, not Call for Entry).
- **DO** keep the *f* in CallforEntry lowercase (CallforEntry, not CallForEntry).
- **DO NOT** overuse the trademark symbol.
- **DO NOT** modify the logo.

## COLOR PALETTE



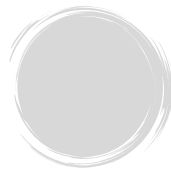
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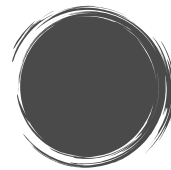
#FAA720



#BAD44F



#D8D8D8



#4A4A4A

## LOGO VARIATION 1



## LOGO VARIATION 2



## TYPOGRAPHY

HEADING 1: **Arial, 28px**

HEADING 2: **Arial, 18px, #4A4A4A**

HEADING 3: **Arial, 18px, #4A4A4A**

PARAGRAPH: **Arial, 16px, #4A4A4A**

[Click here to download CaFÉ logos.](#)



# CaFÉ ONLINE



[www.callforentry.org](http://www.callforentry.org)

Includes information about CaFÉ's services, contact form for technical support, a list of open calls for entry, monthly blog content, and features artwork by CaFÉ artists



[@CallForEntry](https://www.instagram.com/CallForEntry)

**5k+**

Followers

Features artwork by CaFÉ artists submitted through open calls for entry



[@CaFÉCallForEntry](https://www.facebook.com/CaFÉCallForEntry)

**1.4k+**

Followers

Highlights open calls for entry, CaFÉ updates, and other news from WESTAF



[@CallForEntry](https://www.twitter.com/CallForEntry)

**3.6k+**

Followers

Highlights open calls for entry, CaFÉ updates, and other news from WESTAF



[@CallForEntry](https://www.youtube.com/CallForEntry)

**150+**

Subscribers

Features past recordings of monthly webinars, and video tutorials for artists and administrators





# CONNECT WITH US



[www.CallforEntry.org](http://www.CallforEntry.org)



**Media & General Inquiries:**  
[cafe@westaf.org](mailto:cafe@westaf.org)



**Sales Inquiries:**  
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