

# Registration Form

Gualala Arts Center  
presents

## Festival of Trees Artist Vendor Booth

November 21, Gala Open House, 5 to 7pm  
November 23, 24, 10am to 6pm  
In the Coleman Auditorium

### Remember

- Turn in your signed Entry Form ASAP, Deadline is August 5, 2007
- Setup begins Tuesday, November 20, 1 to 5pm and continues on Wednesday, November 21 from 10am to 4pm
- Gala Open House November 21, 5 to 7pm
- Festival November 23 & 24, 10am to 6pm
- Breakdown November 25, noon to 4pm

Festival of Trees Committee Head:

Jan Harris

Phone: 884-4231

Email: [jan@redwoodcoastchamber.com](mailto:jan@redwoodcoastchamber.com)

# Festival of Trees 2007

- November 21, 5-7pm--Gala Open House for Sponsors
- November 23 & 24, 10am-6pm--Festival

Festival of Trees is a major Gualala Arts fundraising event which features several Christmas-oriented venues, including a parade of decorated Christmas trees and gingerbread houses, seasonal workshops, live entertainment, food and beverages and the Kringle Kraft Village, where crafters may demonstrate their artistry and/or offer their wares for sale. The crafts selected for this event must be based on crafts that existed during the 1858 time period, when Gualala was an early mill town. Period crafts would include wood carving, candle making, leather work, pottery, basketry, fiber crafts and needlework, glass making, metal work, soap making, hand-made toys and ornaments, etc. All crafts must be handmade, original artwork. No buy-sell crafts. The Gualala Arts' guilds are encouraged to apply, as well as individual artisans.

## Artists Spaces

Festivals of Trees' artist spaces are available both inside and outside of the facility. There is a mixture of irregular spaces and standard spaces comparable to a standard 10X10 booth. Please specify your precise space requirements in the application form, including space for demonstrations of your craft (if you propose to provide a demonstration).

This year, there will be no tents inside the foyer or auditorium. If an outside space is desired, the artist should be prepared to provide a tent covering.

## Artist Expenses

The artist must be a member of Gualala Arts. If joining Gualala Arts is part of your application, include \$30 for an annual Individual Membership or \$50 for a Family Annual Membership.

## GAC Commission

Gualala Arts will collect a 30% commission on all sales under \$2,000 gross; 20% on sales over \$2,000 gross. The artist's retail prices should factor in the 30% GAC commission, but **not** sales tax or credit card fees. The artist **will** receive 70% of their retail price (or 80% on sales over \$2,000 gross).

Sales tax and charge card fees are **not** included in the 30% commission. GAC will provide volunteers to collect the sales dollars and sales tax from the customer at point of purchase, plus GAC will absorb the credit card finance charge (approx. 5%).

In addition, as part of its commission fee, GAC will provide: space, one booth sign, electricity, partitions between artist spaces (Z-panels), tables, chairs, publicity, scheduled break coverage, a sales book and food & beverage tickets for the artist.

## Regulations

- Only handmade, original crafts/artwork will be accepted. No buy-sell crafts allowed.
- Although requests will be considered, the Festival Steering Committee retains complete discretion in assigning booth size and locations.
- The artist must be present during festival hours and be costumed appropriately to the period. The artists may decorate their booth space, but decorations must be appropriate to the period and season.
- Set-up for the Gala open house event is Tuesday, November 20, between 1-5pm. Set-up for the Festival continues between 10am-4pm on Wednesday, November 21. Break-down is scheduled for Sunday, November 25, between noon-4pm.

## Application Process

To be considered, vendor applications must be turned in no later than August 5. Artists will be notified no later than August 10 re: acceptance of application.

Submit the following:

- Application form completed and signed.
- Three images of crafts/artwork (JPG on CD, prints or slides accepted).
- One image of display (JPG on CD, print, slide or drawing accepted), including size of booth requested.
- If demonstration of craft planned, please include description and any special requirements (additional space, electricity, etc.)
- Include a self-addressed, stamped envelope (with adequate postage) if you would like your images returned.
- Gualala Arts membership fee, if applicable. Make check payable to Gualala Arts.

Submit the above to:

Gualala Arts  
Festival of Trees  
PO Box 244  
Gualala, CA 95445

If you any questions, contact Gualala Arts at 707-884-1138.

## Artist Selection

Acceptance to the Festival **will not** be based solely on "first-come, first-serve". This includes space assignments.

Acceptance to the Festival will be based on the images of the crafts/art submitted with the application plus the applicability of the craft/art to the time period represented in this Festival. Craft demonstrations are a plus. Although specific space requests will be considered, spaces will be assigned by the Steering Committee with an emphasis on the aesthetic make-up of the Festival.