

# Registration Form

Gualala Arts Center

## Festival of Trees 2009 Artist Vendor Booth

November 27, 10 am to 5 pm  
November 28, 10 am to 4 pm

In the Coleman Auditorium

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### Dates to Remember

- Turn in your signed Entry Form by September 21, 2009. Notification of acceptance will occur by October 5.
  - Setup begins Tuesday, November 24, 10am to 4pm, continuing on Wednesday, November 25 from 10am to 4pm
  - Gualala Arts closed for Thanksgiving
  - Festival November 27, 10am to 5pm
  - Festival November 28, 10am to 4pm
  - Breakdown Saturday, after 4:30pm and Sunday, November 29, noon to 4pm
- Note: ACT will be rehearsing.**

For Questions Contact: Susan Grenwelge  
Phone: 785-9317  
Email: [info@GualalaArts.org](mailto:info@GualalaArts.org)



Festival of Trees is a major Gualala Arts fundraising event which features several Christmas-oriented venues, including a display of decorated Christmas trees and gingerbread houses, live entertainment, food and beverages and the Kringle Kraft Village, where craft vendors offer their wares for sale and may demonstrate their skills. The vendors selected for this event must have artwork based on crafts that existed during the 1850s time period, when Gualala was a 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 art/crafts.

### Artists Spaces:

Festivals of Trees' artist spaces are available in the Coleman Auditorium. 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.

### 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.

### Gualala Arts Commission & Services:

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% Gualala Arts 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. Gualala Arts will provide volunteers to collect the sales dollars and sales tax from the customer at point of purchase, plus Gualala Arts will absorb the credit card finance charge (approx. 5%).

In addition, as part of its commission fee, Gualala Arts 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 not start breakdown before the festival ends. Period costumes are optional.
- The artists may decorate their booth space, but decorations must be appropriate to the period and season.

### Application Process:

To be considered, a vendor entry form must be turned in no later than September 21. Artists will be notified no later than October 5 re: acceptance of application.

### Submit the following:

- **Entry Form** completed and signed.
- **3 images of craft/art** (if first time applicant) and **1 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.)
- **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/Invitation:

Gualala Arts will notify vendors re: acceptance to the Festival. Acceptance **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.

### GUALALA ARTS RESERVES THE RIGHT TO:

- Refuse to display any artwork
- Reject any application

Please Keep this Page for Your Records  
2009 Festival of Trees Vendor Booth Entry Form  
Due No Later than September 21 , 2009

Make a copy of this page and mail in with entry

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Business/Artists Name:

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Address:

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City, State, Zip:

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Phone #:

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Email Address:

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Website URL:

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Booth Size Desired:

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Description of Demonstration & Required Support, if Needed:

Included with Entry Form (check those appropriate):

- Gualala Arts membership fee
- 3 images of craft/art (if first time applicant)
- 1 image/drawing of display space

I have read the above and agree to those conditions as specified. I release Gualala Arts of all liability for any damage, loss or injury incurred before, during or after Festival hours. I affirm that all work displayed will be original, produced solely by myself (or Interest Group), the applicant. I give my consent to Gualala Arts to release my name and to use images of my work for promotional purposes.

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Artist/Guild Signature:

Date:

**Mail or Deliver a Copy of this Page with Attachments to:**

Festival of Trees Vendor Booth Entry Form

P.O. BOX 244, GUALALA, CA 95445

(Please keep this page for your records)

MAKE CHECKS PAYABLE TO GUALALA ARTS - Thank you!

Make a copy of this page and mail in with entry fees.

( May be used by GA office  
for additional information)