

# Festival of Trees 2011 Artist Vendor Booth Registration Form

Gualala Arts Center

November 25, 10 am to 5 pm

November 26, 10 am to 4 pm

## Dates to Remember

- Turn in your signed Entry Form by August 15, 2011.
- Notification of acceptance will occur by August 22.
- Setup is on Wednesday, November 23 from 10am to 4pm
- Gualala Arts closed for Thanksgiving
- Festival November 25 10am to 5pm
- Festival November 26, 10am to 4pm
- Breakdown Saturday, after 4:30 pm and Sunday, November 27, noon to 4pm

For Questions Contact: Susan Grenwelge

Phone: 785-9317

Email: [grenwelge@mcn.org](mailto:grenwelge@mcn.org)



46501 Gualala Road  
P.O. Box 244  
Gualala, CA 95445  
707-884-1138  
e-mail: [info@GualalaArts.org](mailto:info@GualalaArts.org)  
website: [www.GualalaArts.org](http://www.GualalaArts.org)  
Gualala Arts Center is open:  
9 a.m. – 4 p.m. weekdays  
12 – 4 p.m. weekends

# Gualala Arts (GA) Festival of Trees Vendor Booth

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 1850's 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, ornaments and specialty food crafting. 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. Here are the number of booths and their sizes:

- Two — 11 X 6 (on the right and left as you enter the auditorium),
- Six — 10 X 8 (three booths on each side of the room)
- Two — 8 X 8 (at both ends of the room, below the stage)

The size of the booths will remain as advertised here. For both safety and courtesy reasons, there can be no encroaching into the exits, aisles or other artists space. Please specify your booth size choice when you register, and we will do our best to match you with the appropriate space.

## 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 Commission & Services:

Gualala Arts will collect a 20% commission on all sales. The artist's retail prices should factor in the 20% GAC commission, but not sales tax or credit card fees. The artist will receive 80% of their retail price.

Sales tax and charge card fees are not included in the 20% commission. Gualala Arts 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, 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 custom space requests will be considered, the Festival Steering Committee chairperson retains the final decision on all special requests.

The artist must be present during festival hours and not start breakdown before the festival ends. Period costumes preferred, but 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 August 15. Artists will be notified no later than August 22 re: acceptance of application.

## Submit the following:

Entry Form completed and signed.

If first time applicant, 3 images of craft/art and 1 image of display (JPG on CD, print, slide or drawing accepted), must be included with Entry Form.

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 the Festival of Trees vendor liaison, Susan Grenwelge, at [grenwelge@mcn.org](mailto:grenwelge@mcn.org).

## Artist Selection/Invitation:

Gualala Arts will notify vendors re: acceptance to the Festival. Acceptance will not be based solely on "first-come, first-serve", but also on the aesthetic make-up of the Festival, a well-balanced mix of crafts, demonstrations, etc.

**GUALALA ARTS RESERVES THE RIGHT TO:**

**Refuse to display any artwork  
Reject any application**

Please Keep a Copy of this Page for Your Records  
2011 Festival of Trees Vendor Booth Entry Form  
Due No Later than August 15, 2011

Business/Artists Name:

Address:

City, State, Zip:

Phone #:

Email Address:

Website URL:

Check Booth Size Desired:

- 11x 6 feet
- 10x8 feet
- 8x8 feet
- Country Store Table

Description of Demonstration & Required Support, if Needed:

Office use only please	
Date Rec'd _____	
Payment type _____	
\$ Amount _____ / _____	
Entry	Memb.
Membership Exp. Date _____	

Included with Entry Form (check those appropriate):

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

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 Guild), the applicant. I give my consent to Gualala Arts to release my name and to use images of my work for promotional purposes.

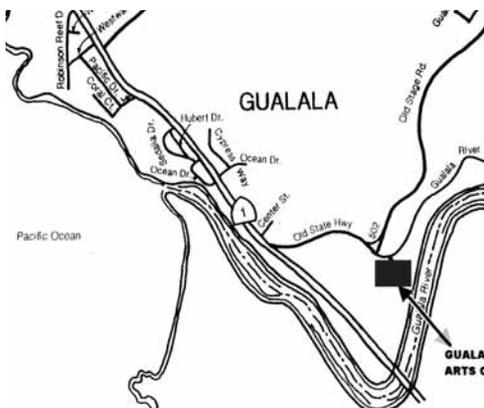
Artist/Guild Signature:

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.

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## Gualala Arts Center

P.O. Box 244

Gualala, Ca 95445

707-884-1138

Fax 707-884-3038

email: [info@GualalaArts.org](mailto:info@GualalaArts.org)

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