

Festival of Trees 2012 Artist Vendor Booth

Gualala Arts Center

Registration Form

Friday, November 23, 10 am to 5 pm
Saturday, November 24, 10 am to 4 pm

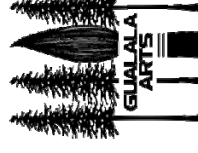
In the Coleman Auditorium

Dates to Remember

- Turn in your signed Registration Form by September 15, 2012. Notification of acceptance will occur by September 30.
- Setup is on Wednesday, November 21 from 10am to 4pm
- Gualala Arts Center closed for Thanksgiving
- Festival November 23, 10am to 5pm
- Festival November 24, 10am to 4pm
- Breakdown Saturday, after 4:30pm and Sunday, November 25, 10am to 3pm as needed

For Questions Contact: Susan Grenwelge
Phone: 785-9317

Email: grenwelge@mcn.org



Festival of Trees is a major Gualala Arts fundraising event which features several Christmas-oriented venues, including a display of decorated Christmas trees, food and beverages, and an array of craft vendors offering their wares for sale and demonstrating 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. Here are the number of booths and their sizes:

2 -- 11 X 6 (on the right and left as you enter the auditorium),
6 -- 10 X 8 (three booths on each side of the room), and
2 -- 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 Arts Commission & Services:

Gualala Arts will collect a 20% commission on all sales. The artist's retail prices should factor in the 20% 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 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, tables, chairs, publicity, scheduled break coverage, a sales book and food & beverage tickets for the artist.

Gualala Arts will not provide Z-panels. *

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. * Artists may bring additional lighting for their booths, including extension cords. *
- There will be no direct sales. *
- There may be no sub-vendors permitted in the booths without prior permission by the Festival of Trees committee. *

Application Process:

To be considered, a vendor entry form must be turned in no later than Sept. 15. Artists will be notified no later than Sept 30 re: acceptance of application.

Submit the following:

- **Registration 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 Registration 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.

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.

* - changes made to Registration Form in 2012

GUALALA ARTS RESERVES THE RIGHT TO:

- Refuse to display any artwork
- Reject any application

Please Keep a Copy of this Page for Your Records
2012 Festival of Trees Vendor Booth Entry Form
Due No Later than Sept 15, 2012

Make a copy of this page and mail in with entry

Business/Artists Name:

Address:

City, State, Zip:

Phone #:

Email Address:

Website URL:

Check Booth Size Desired:

- 11x 6 feet
- 10x8 feet
- 8x8 feet
- Other (describe)

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 (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

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



Gualala Arts Center

P.O. Box 244

46501 Gualala Road

Gualala, Ca., 95445

Email: info@GualalaArts.org

Website: GualalaArts.org

9 a.m. - 4 p.m. weekdays

12 - 4 p.m. weekends

Special Hours on some Holidays

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