



# SQUAW VALLEY FINE ARTS & CRAFTS FESTIVAL July 2, 3 & 4, 2010

The Village at Squaw Valley USA and the Squaw Village Neighbourhood Company host this exciting 4th of July event. This beautiful mountain resort is nestled at the base of the majestic peaks of Squaw Valley where the storefronts of a charming European-alpine Village boast cafés, shops, clubs, and world class restaurants teem with excitement.

**APPLICATION DEADLINE:** March 1<sup>st</sup>, 2010. **We will continue to accept applications received after this date** for space or waiting list consideration.

**LOCATION:** The Village sits at the base of the world renown ski resort, Squaw Valley USA in Olympic Valley, California and is only ten minutes by car from Lake Tahoe.

**ELIGIBILITY:** This fine arts and crafts festival is open to all original, handmade art. No mass-produced items, imports or kits will be considered. Each medium will be limited to insure a well-balanced and attractive show. **Specific media not to be considered: Bath products, Candles, or Leather handbags/belts/accessories.**

**FEES:** \$155.00 per booth and 10% commission collected on total sales at the close of the show.

**BOOTHS:** 10'x10' spaces and some sidewalk size 4'x15' spaces on cobblestones. Security provided. No electricity. 45 booths.

**ACCEPTANCE:** Your notification will be postmarked by April 5, 2010. If you are accepted or placed on the waiting list, your pictures will be held until after the show. If you are not accepted, we will return your pictures immediately. **We will continue to accept applications received after the deadline** for space or waiting list consideration. If you submit your application after the show deadline, we will try to notify you of your status by the fourth week after receiving your application.

**CANCELLATION POLICY:** If you notify us of your cancellation by June 4, 2010, we will send you a PFA credit for the entry fee amount minus a \$50.00 handling fee per space. The PFA credit may be used towards any future PFA Festival entry fee. If the cancellation comes after June 4, 2010, your show fee is forfeited.

**QUESTIONS:** We can be reached by phone 209/267-4394, fax 209/267-4395, or e-mail [pfa@pacificfinearts.com](mailto:pfa@pacificfinearts.com)

Artist/Craftsperson Name \_\_\_\_\_ Medium \_\_\_\_\_  
 Business Name \_\_\_\_\_ CA Resale # \_\_\_\_\_  
 Address \_\_\_\_\_ City/State \_\_\_\_\_ Zip \_\_\_\_\_  
 E-mail \_\_\_\_\_ Telephone \_\_\_\_\_ Cell Phone \_\_\_\_\_  
 Fax \_\_\_\_\_ Website \_\_\_\_\_ Vehicle Lic. # \_\_\_\_\_ State \_\_\_\_\_

**Please describe your art or craft.** Describe ALL WORK you intend to bring. List all items you plan to bring and describe how you make them including the medium, technique, and subject matter. Be specific. For example: "Originals, prints and note cards." If your work has significantly changed or you are adding a new medium, please submit a description of this work, your process in creating it and photos of this work as well. Use a separate page, if needed. **ITEMS NOT INCLUDED IN BOOTH DESCRIPTION AND IMAGES MUST NOT BE BROUGHT TO THE FESTIVAL.**

**Please describe your display and answer "Can you display in a 4'x15' space (using umbrella for shade)?:"** \_\_\_\_\_

Price range of work: \$ \_\_\_\_\_ Amount expected to gross at show: \$ \_\_\_\_\_

Number of spaces requested: \_\_\_\_\_ Number of free postcards for customer mailings: \_\_\_\_\_

Method of payment:  Check  Mastercard  Visa..... Amount to be charged: \$ \_\_\_\_\_

Credit card number: \_\_\_\_\_ Expiration date (as of April 2010): \_\_\_\_\_

CVV# (The number found on the back of the card in the signature strip; it is the last three digits printed.): \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_ Signature: \_\_\_\_\_

**CHECK LIST: (Your application will not be considered unless it contains everything on this check list.)**

- 1. Six (6) CURRENT, within the last two (2) years, photographs or slides. Include four (4) images of various artwork pieces, one (1) of the stocked display booth and one (1) of you working in your studio with your supplies and tools, and work in various degrees of progress. These images should be representative of all art and/or craft pieces to be displayed for sale. Your name and address should be printed on the back of each photograph. All work you plan to bring should be obviously visible in these photos and described above on your application.
- 2. IN ADDITION to the aforementioned photos or slides: **If you would like to submit images of your work** for consideration for use in our publicity and advertising for this or any other PFA festival, please burn images on a CD at 300 dpi or greater. Images must be in .tif or .jpg format. Send disks labeled with both your personal and business names to Pacific Fine Arts, P.O. Box 280, Pine Grove, CA 95665. **The CD can not be returned.**
- 3. Artist statement/biography.
- 4. One (1) self-addressed, stamped envelope LARGE ENOUGH AND WITH ADEQUATE POSTAGE TO RETURN YOUR PHOTOS. If this is not submitted in a large enough size or with enough postage, your images CAN NOT be returned.
- 5. A regular business-size, self-addressed, stamped envelope to return your application status notification.
- 6. Include a self-addressed stamped postcard if you would like us to acknowledge receipt of your application packet. On the postcard in the memo section note the shows for which you've applied. We will return the postcard once we open your application packet.
- 7. Entry fee of \$155.00 made out to Pacific Fine Arts. A second, separate check, for \$155.00 for an extra space request. **For your planning, artists accepted into the event should expect your space fee to be deposited on the date of the application deadline.**
- 8. **Read and sign the back of this page. Please note our cancellation policies listed on the back of this page.**
- 9. Mail all above to: Pacific Fine Arts, PO Box 280, Pine Grove, CA 95665 to be **RECEIVED IN OUR OFFICE BY March 1, 2010. We will continue to accept applications received after this date** for space or waiting list consideration.

# Pacific Fine Arts Festivals' Policies Information

Application and participation constitutes agreement and acceptance of these policies as well as specific instructions governing each show.

**BEHAVIOR:** Arrive on time, promptly remove vehicle to the designated parking areas as stated in your Artist Letter; stay daily for the duration, never return vehicles for loading before the stated time and complete all show days scheduled. Intoxication is intolerable, no liquor or drugs should be in evidence at any time. Absolutely no pets, loud radios, infants or small children allowed in booth during show hours. **The Art Show is a place for business.**

**APPEARANCE:** Clothing should be neat, clean and discreet. Look successful. Your display area should be free of storage boxes, sloppy tablecloths or clutter. You are a professional-look and act like it at all times.

**ATTITUDE:** Our goal is to run a show that is fun as well as profitable for us all. As important as the search for art talent is, we do not lose sight of the need for artists who are cooperative and easy to work with. No amount of talent or ability to sell will compensate for this.

**PROMOTER COMMISSIONS:** A 10%

commission is paid on all work sold as a direct result of this opportunity for public exposure **including sales and commissions finalized subsequent to the show.** Plan your prices to include a consideration for the promoter's commission. You will recognize this as basically an honor system. Respect and trust are mutual and should not be abused.

**WEATHER:** Be at the Festival no matter what the weatherman predicts. In case of rain, follow directions given by promoter on the spot. We expect to be working with professionals. Come to the event prepared with heavy, see-through plastic and clamps to cover your work in case of rain, and heavy weights in case of wind.

**SPACE CANCELLATION:** See separate California Strawberry Festival, Mountain View A la Carte & Art, Los Altos Arts & Wine Festival, Connoisseurs' Marketplace and San Carlos Art and Wine Faire applications for cancellation policies specific to those events. *For all other Pacific Fine Arts events:* If you notify us of your

cancellation up to exactly four weeks prior to the start date of the show we will send you a PFA Credit for that event minus a \$50.00 handling fee per space. The PFA Credit may be used towards any future Pacific Fine Arts Festival entry fee. **If the cancellation comes after that date, your show fee is forfeited and you may be removed from our mailing list.**

**DISPLAY AND PRODUCTS FOR SALE:** Pacific Fine Arts and/or designated agents reserve the right to restrict products offered for sale based on quality and integrity as decided by Pacific Fine Arts.

**CANCELLATION OF FESTIVAL:** If weather, major disaster, or other circumstances beyond the control of the Sponsor of the Event (as referred to below as "Client") or Pacific Fine Arts cause the cancellation of the Festival, participation fees will not be returned. The Sponsor of the Event and Pacific Fine Arts can not be held liable by exhibitors for the failure of the event to take place.

## Release & Hold Harmless Agreement

This agreement is entered into by and between Pacific Fine Arts (Producer), the Sponsor of the Event (Client) and the Artist or Craftsperson filling out, signing, and returning the application (Artist).

The Artist hereby indemnifies and holds the Producer, its agents, employees and servants and the Client, its agents, employees and servants harmless from any and all claims, including costs and attorney's fees resulting therefrom, arising out of said Artist's participation in any and all events which have been organized by or through Producer or Client. For the purposes of this agreement, the term "participation" shall include,

but not be limited to, the delivery of equipment, merchandise, structures and arts or crafts to their designated location, the set up and display of any such structure and art or crafts, and the dismantling and removal of all such items from the area provided by or through the Producer or its agents, employees and servants or the Client or its agents, employees and servants.

The Artist hereby expressly assumes any risk of harm to the Artist, works of art, guests or guests' property arising out of their participation and the participation of other artists or agents in any given festival organized by Producer or Client, including any risk resulting from

the particular location of the space designated for them by the Producer. The Artist agrees to hold harmless the Client from any and all liability for damages to persons or property from any source. If weather, other acts of Nature, or other reasons beyond the control of Pacific Fine Arts Festivals causes the event's cancellation, Artist entry fees will not be returned and Pacific Fine Arts Festivals will not be held liable to Artists for failure of the event to take place.

This agreement shall be effective immediately upon execution and shall continue in effect for each and every festival that the Artist participates in that is organized by Producer during the current year.

- THE WORK DESCRIBED IN THIS APPLICATION IS HANDMADE BY ME.
- I AGREE TO ABIDE BY THE POLICIES SET FORTH BY PACIFIC FINE ARTS AND THE RULES GOVERNING EACH EVENT.
- I AGREE TO ALLOW THE IMAGES ENCLOSED WITH MY APPLICATION TO BE USED FOR PACIFIC FINE ARTS FESTIVALS' PUBLICITY AND ADVERTISING.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**PRINT TWO (2) COPIES OF THIS PAGE—SEND ONE COMPLETED COPY TO PACIFIC FINE ARTS AND KEEP ONE COPY FOR YOUR FILES.**