

# PACIFIC FINE ARTS FESTIVALS APPLICATION FORM / 2017

P.O. Box 280 Pine Grove, CA 95665

This application is open to artists and crafters who create their own works in the U.S. No application including imports or kits will be considered. No application including toys as weapons will be considered. An outside committee selects the participants and waiting lists for these individual events. You may apply to any or all of the events with these application pages. **There are different deadlines and space fees for these Festivals... please see each description for pertinent information.** If you choose to apply to more than one event, you may submit the application all at once prior to the first deadline. You may also download additional copies of this application from our website, [pacificfinearts.com](http://pacificfinearts.com), to submit separately for each individual show prior to its specific deadline.

**We will accept applications after the deadlines for space or waiting list consideration.**



**Mountain View A la Carte & Art**  
**Application Deadline: February 1**  
**Castro Street/Downtown Mountain View**  
Event Date: May 6 & 7

Mountain View is situated 40 miles south of San Francisco and 10 miles north of San Jose. The 21<sup>st</sup> annual event hosts fine arts and crafts booths, specialty pre-packaged food booths, live entertainment, kids' area, food, wine and beer. Limited overnight security. No electricity. 240 spaces. 10% commission.



**California Strawberry Festival**  
**Application Deadline: February 1**  
**Oxnard, Strawberry Meadows of College Park**  
Event Date: May 20 & 21  
Set up MANDATORY Friday, May 19

This 34<sup>th</sup> annual event attracts over 65,000 visitors from all over Southern California. Event patrons find arts and crafts booths, specialty pre-packaged food booths, live entertainment, children's amusements, food, wine and beer creating this berry delicious celebration. The Festival spans Rose Avenue and the adjacent 15 acres of Strawberry Meadows at College Park. Artist and crafter/specialty food booths on asphalt along Rose Avenue. Overnight security. No electricity. 200 spaces. No commission.



**Los Altos Arts & Wine Festival**  
**Application Deadline: March 1**  
**Main & State Streets/Downtown Los Altos Village**  
Event Date: July 8 & 9

Los Altos lies in the heart of Silicon Valley, approximately 40 miles south of San Francisco and 10 miles north of San Jose. The 38<sup>th</sup> annual Arts & Wine Festival hosts fine arts and crafts booths, live entertainment, kids' area, food, wine and beer. Overnight security. No electricity. 290 spaces. 10% commission.



**Menlo Summerfest**  
**Application Deadline: March 1**  
**Santa Cruz Avenue at El Camino Real**  
**Downtown Menlo Park**  
Event Date: July 15 & 16

Menlo Park is a charming city at the eastern edge of San Mateo County. It sits nestled in the San Francisco Bay Area bordered by the Bay and the towns of Stanford and Atherton. Menlo Summerfest is this lovely downtown's 31<sup>st</sup> community celebration hosting fine art and crafts, pre-packaged specialty food, live music on stage and street, food, drink, and a kids' fun zone. Overnight security. No electricity. 200 spaces. 10% commission.



**San Carlos Art & Wine Faire**  
**Application Deadline: June 1**  
**San Carlos Avenue and Laurel Streets**  
**Downtown San Carlos**  
Event Date: October 7 & 8

Sponsored by the Chamber of Commerce, this Faire attracts huge crowds who come to take in the sights, sounds and tastes of this 27<sup>th</sup> annual event featuring fine arts and crafts, wine and beer, food, specialty pre-packaged food, live entertainment and a family fun zone. Overnight security. No electricity. 290 artist spaces. 10% commission.



**Half Moon Bay Art & Pumpkin Festival**  
**Application Deadline: February 1**  
**Main Street/Downtown Half Moon Bay**  
Event Date: October 14 & 15

The world-famous Half Moon Bay Art & Pumpkin Festival is the season's big event, drawing hordes of visitors to the "World Pumpkin Capital" for a fun-filled festival on historic Main Street. This year's 47<sup>th</sup> annual festival hosts fine arts and crafts booths, live entertainment, parade, pumpkin related activities, food, beer and wine. Overnight security. No electricity. 260 spaces. No commission.

- If you are planning to bring pumpkin related items, be sure to include images and descriptions of such items. Anything not included in this application may not be brought to the festival.

## CHECK LIST:

Your application cannot be considered unless it contains everything on this check list. **Return all items by mail to Pacific Fine Arts Festivals, PO Box 280, Pine Grove, CA 95665 or email all items to [pfa@pacificfinearts.com](mailto:pfa@pacificfinearts.com).**

1. SEND ONE (1) SET of six (6) good quality photographs, or more if necessary to cover the breadth of your work. No CDs for this requirement. Images should be CURRENT—within the last two (2) years. Include four (4) images, or more as needed, of your various artwork pieces, one (1) image of entire stocked display and one (1) of you working in your studio with supplies and tools and work in various degrees of completion. These images should be representative of all products to be displayed for sale. Your name or business name should be included on each image. When submitting your images, remember that this presentation is how the selection committee chooses the event's participants.
2. **Include a separate page with your Artist Statement/Biography.** Be sure that your name/business name is included on this page.
3. **Include a separate page with a description representing all work you intend to bring including the following information**—what is your medium, what is your subject matter, what do you use to create your art or craft. Be sure that your name/business name is included on this page.
4. Space fee checks/money orders made out to PFAF or Pacific Fine Arts Festivals required for each event. A second, separate check is required for each extra space request per event. Note: \$15.00 fee for NSF checks. We also accept Mastercard/Visa for space and application fees.
5. \$15.00 non-refundable application fee per event to which you've applied made out to PFAF or Pacific Fine Arts Festivals. These may be all on one check, separate from space fees, and are required for each event. This may also be paid by MC/Visa.
6. A self-addressed envelope large enough and with adequate postage to return your pictures if you mailed them to us by USPS. Your images will be returned within four (4) weeks after the last event to which you have applied has taken place. Images cannot be returned if the envelope submitted is not large enough or is without adequate postage.
7. A self-addressed, stamped postcard if you would like us to acknowledge receipt of your application packet. On the postcard in the memo area please note the shows for which you've applied.
8. **READ & SIGN FOLLOWING PAGES / RETURN WITH APPLICATION MATERIALS.**
9. **Copy to keep for your files the "Dates to Remember/Policies" page.** Your application cannot be considered unless it contains everything on this check list. **Return all items by mail to Pacific Fine Arts Festivals, PO Box 280, Pine Grove, CA 95665 or email all items to [pfa@pacificfinearts.com](mailto:pfa@pacificfinearts.com). We will accept applications after the deadlines for space or waiting list consideration. Questions: Contact [pfa@pacificfinearts.com](mailto:pfa@pacificfinearts.com) or 209/267-4394.**



# PACIFIC FINE ARTS FESTIVALS APPLICATION FORM / 2017

Artist/Craftsperson Name \_\_\_\_\_ Medium \_\_\_\_\_

Business Name \_\_\_\_\_ CA Seller Permit # \_\_\_\_\_

Address \_\_\_\_\_ City/State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Cell phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Veh. Lic. Plate # & State \_\_\_\_\_ Facebook business page (i.e. Pacific Fine Arts Festivals) \_\_\_\_\_

SEND AS MUCH CORRESPONDENCE AS POSSIBLE BY EMAIL:  Yes  No

Describe your booth set up and how your work is displayed.

How long have you been showing your work? \_\_\_\_\_

Price range of work \$ \_\_\_\_\_ Amount expected from show \$ \_\_\_\_\_

Where have you shown your work? (Outdoor festivals, trade shows, galleries.) In what towns / states?

## Mountain View A la Carte & Art: Type of space requested - number in order of preference, i.e. 1, 2, 3...

\_\_\_\_\_ 5' x 10' / \$155.00 \_\_\_\_\_ 5' x 20' / \$195.00 \_\_\_\_\_ 10' x 10' / \$195.00 \_\_\_\_\_ 10' x 20' / \$390.00 (Space fee plus 10% commission)

(Note: If your booth can fit into any of these configurations, please consider marking both as an option. There are only so many of each space size.)

- \$15.00 application fee  pay by check # \_\_\_\_\_  pay by MC/VISA
  - Space fee  pay by check # \_\_\_\_\_  pay by MC/VISA Amount to be charged \$ \_\_\_\_\_
  - Previous Exhibitor  Yes  No • Most recent year participated \_\_\_\_\_ • Number of free postcards for customer mailings \_\_\_\_\_
  - You'll be allowed approx. 45 min. from the time you choose to unload and depart the site:  5:30 AM  6:25 AM  7:20 AM
- I will drive an oversized vehicle onsite to unload. **NOTE: OVERSIZED MUST ARRIVE/DEPART BEFORE FIRST TIME SLOT.**

## CA Strawberry Festival: 10' x 12' / \$375.00 10' x 24' / \$750.00 (No commission) Spaces remain on closed Rose Avenue.

- \$15.00 application fee  pay by check # \_\_\_\_\_  pay by MC/VISA
- Space fee  pay by check # \_\_\_\_\_  pay by MC/VISA Amount to be charged \$ \_\_\_\_\_
- Previous Exhibitor  Yes  No • Most recent year participated \_\_\_\_\_ • Number of free postcards for customer mailings \_\_\_\_\_
- Wristbands are necessary to secure entrance into the event—how many people will work each day in your booth? \_\_\_\_\_

## Los Altos Arts & Wine Festival: 10' x 10' / \$300.00 10' x 20' / \$600.00 (Space fee plus 10% commission)

- \$15.00 application fee  pay by check # \_\_\_\_\_  pay by MC/VISA
  - Space fee  pay by check # \_\_\_\_\_  pay by MC/VISA Amount to be charged \$ \_\_\_\_\_
  - Previous Exhibitor  Yes  No • Most recent year participated \_\_\_\_\_ • Number of free postcards for customer mailings \_\_\_\_\_
  - Most spaces are allowed approx. 1 hour & 10 min. to unload and depart the site. A few spaces will only have 40 minutes. Please choose the entry time you'd like and we will try to meet your request:  5:00 AM  5:50 AM  6:20 AM  6:40 AM  7:30 AM  7:40 AM  8:15 AM
- I will drive an oversized vehicle onsite to unload. **NOTE: OVERSIZED MUST ARRIVE/DEPART BEFORE FIRST TIME SLOT.**

## Menlo Summerfest: Type of space requested - number in order of preference, i.e. 1, 2, 3...

(Note: If your booth can fit into any of these configurations, please consider marking both as an option. There are only so many of each space size.)

\_\_\_\_\_ 5' x 10' / \$230.00 \_\_\_\_\_ 5' x 20' / \$280.00 \_\_\_\_\_ 10' x 10' / \$280.00 \_\_\_\_\_ 10' x 20' / \$560.00 (Space fee plus 10% commission)

- \$15.00 application fee  pay by check # \_\_\_\_\_  pay by MC/VISA
  - Space fee  pay by check # \_\_\_\_\_  pay by MC/VISA Amount to be charged \$ \_\_\_\_\_
  - Previous Exhibitor  Yes  No • Most recent year participated \_\_\_\_\_ • Number of free postcards for customer mailings \_\_\_\_\_
  - You'll be allowed approx. 1 hour & 10 min. from the time you choose to unload and depart the site:  5:00 AM  6:20 AM  7:40 AM
- I will drive an oversized vehicle onsite to unload. **NOTE: OVERSIZED MUST ARRIVE/DEPART BEFORE FIRST TIME SLOT.**

## San Carlos Art & Wine Faire:

\_\_\_\_\_ 5' x 10' / \$200.00 \_\_\_\_\_ 5' x 20' / \$250.00 \_\_\_\_\_ 10' x 10' / \$250.00 \_\_\_\_\_ 10' x 20' / \$500.00 (Space fee plus 10% commission)

- \$15.00 application fee  pay by check # \_\_\_\_\_  pay by MC/VISA
  - Space fee  pay by check # \_\_\_\_\_  pay by MC/VISA Amount to be charged \$ \_\_\_\_\_
  - Previous Exhibitor  Yes  No • Most recent year participated \_\_\_\_\_ • Number of free postcards for customer mailings \_\_\_\_\_
  - You'll be allowed approx. 1 hour & 10 min. from the time you choose to unload and depart the site:  5:00 AM  6:20 AM  7:40 AM
- I will drive an oversized vehicle onsite to unload. **NOTE: OVERSIZED MUST ARRIVE/DEPART BEFORE FIRST TIME SLOT.**

## Half Moon Bay Art & Pumpkin Festival: Type of space requested - number in order of preference, i.e. 1, 2, 3...

(Note: If your booth can fit into any of these configurations, please consider marking both as an option. There are only so many of each space size.)

\_\_\_\_\_ 10' x 10' / \$475.00 \_\_\_\_\_ 10' x 10' + 1 corner / \$575.00 \_\_\_\_\_ 10' x 20' / \$950.00 \_\_\_\_\_ 10' x 20' + 1 corner / \$1050.00 \_\_\_\_\_ 10' x 20' + 2 corners / \$1200.00

(No commission)

- \$15.00 application fee  pay by check # \_\_\_\_\_  pay by MC/VISA
  - Space fee  pay by check # \_\_\_\_\_  pay by MC/VISA Amount to be charged \$ \_\_\_\_\_
  - Previous Exhibitor  Yes  No • Most recent year participated \_\_\_\_\_ • Number of free postcards for customer mailings \_\_\_\_\_
  - You'll be allowed 40 min. from the time you choose to unload and depart the site:  4:30 AM  5:15 AM  6:00 AM  6:45 AM
- I will drive an oversized vehicle onsite to unload. **NOTE: OVERSIZED MUST ARRIVE/DEPART BEFORE FIRST TIME SLOT.**

Credit card number \_\_\_\_\_ Expiration date (AS OF SEPT 2017) \_\_\_\_\_

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

Name as it appears on credit card \_\_\_\_\_ Signature / \_\_\_\_\_

PLEASE READ & SIGN FOLLOWING PAGE •



# PACIFIC FINE ARTS FESTIVALS' POLICIES INFORMATION

Application and participation constitutes agreement and acceptance of these policies as well as specific instructions governing the Pacific Fine Arts Festivals events.

**BEHAVIOR:** Arrive on time, promptly remove vehicle to the designated parking areas as stated in your Artist Letter and on your Check-In envelope; 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, alcohol, drugs or smoking allowed in booth during show hours. **The Art Show is a place for business.**

**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.

**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 co-operative and easy to work with. No amount of talent or ability to sell will compensate for this.

**PROMOTER COMMISSIONS:** Except for the California Strawberry Festival and Half Moon Bay Art & Pumpkin Festival, 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.

**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.

**ARTIST SPACE CANCELLATIONS:** Please refer to your Dates to Remember page for Artist Space Cancellation policies.

**THEFT OF WORK:** Although this rarely happens, theft does sometimes occur at the events. Pacific Fine Arts Festivals and the Sponsor of the Event (referred to below as "Client") cannot be held liable by exhibitors for theft that may occur during the event.

**DISPLAY AND PRODUCTS FOR SALE:** Pacific Fine Arts Festivals and/or designated agents reserve the right to restrict products offered for sale based on quality and integrity as decided by Pacific Fine Arts Festivals. There will be no displaying of "SALE" or "DISCOUNTED" signs.

**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 Festivals cause the cancellation of the Festival, participation fees will not be returned. The Client or Pacific Fine Arts Festivals cannot be held liable by exhibitors for the failure of the event to take place.

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## RELEASE & HOLD HARMLESS AGREEMENT

This agreement is entered into by and between Pacific Fine Arts Festivals (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 and safety/security 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 or theft to the Artist, works of art or craft, 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 and damages or theft of property from any source. If weather, other acts of Nature, or other reasons beyond the control of the Client or Pacific Fine Arts Festivals causes the event's cancellation, Artist entry fees will not be returned and neither the Client nor Pacific Fine Arts Festivals will 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 FOR SELLING AT THE EVENT/S IS HANDCRAFTED IN THE UNITED STATES BY ME.**
- **I AGREE TO ABIDE BY THE POLICIES SET FORTH BY PACIFIC FINE ARTS FESTIVALS 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: \_\_\_\_\_



# DATES TO REMEMBER

## Mountain View A la Carte & Art

February 1 Applications Postmarked  
Week of March 6 Selection results mailed to applicants.  
March 13 Selected applicants' entry fee deposited.  
Week of April 10 Customer postcard invitations mailed to artists.  
Week of April 24 Artist Instruction Letter mailed.

May 6 & 7 **MOUNTAIN VIEW A LA CARTE & ART**

### **Cancellation Policy**

Through March 12 *Space fee refunds given.*  
March 13 - March 26 *PFAF Credit Slip given MINUS a \$50.00 fee per space for cancellations.*  
March 27 - Show **Space fee is forfeited.**

## California Strawberry Festival

February 1 Applications Postmarked  
Week of March 6 Selection results mailed to applicants.  
March 13 Selected applicants' entry fee deposited.  
Week of April 24 Customer postcard invitations mailed to artists.  
Week of May 8 Artist Instruction Letter mailed.  
May 19 Mandatory arrival to set-up 8AM to 5PM.  
Set-up until 8PM.  
*Night Security Provided*

May 20 & 21 **CALIFORNIA STRAWBERRY FESTIVAL**

### **Cancellation Policy**

Through March 12 *Space fee refunds given.*  
March 13 - April 9 *PFAF Credit Slip given MINUS a \$50.00 fee per space for cancellations.*  
April 10 - Show **Space fee is forfeited.**

## Los Altos Arts & Wine Festival

March 1 Applications Postmarked  
Week of April 3 Selection results mailed to applicants.  
April 10 Selected applicants' entry fee deposited.  
Week of June 12 Customer postcard invitations mailed to artists.  
Week of June 26 Artist Instruction Letter mailed.

July 8 & 9 **LOS ALTOS ARTS & WINE FESTIVAL**

### **Cancellation Policy**

Through April 9 *Space fee refunds given.*  
April 10 - May 28 *PFAF Credit Slip given MINUS a \$50.00 fee per space for cancellations.*  
May 29 - Show **Space fee is forfeited.**

## Menlo Summerfest

March 1 Applications Postmarked  
Week of April 3 Selection results mailed to applicants.  
April 10 Selected applicants' entry fee deposited.  
Week of June 19 Customer postcard invitations mailed to artists.  
Week of July 3 Artist Instruction Letter mailed.

July 15 & 16 **MENLO SUMMERFEST**

### **Cancellation Policy**

Through April 9 *Space fee refunds given.*  
April 10 - June 4 *PFAF Credit Slip given MINUS a \$50.00 fee per space for cancellations.*  
June 5 - Show **Space fee is forfeited.**

## San Carlos Art & Wine Faire

June 1 Applications Postmarked  
Week of July 3 Selection results mailed to applicants.  
July 10 Selected applicants' entry fee deposited.  
Week of Sept 11 Customer postcard invitations mailed to artists.  
Week of Sept 25 Artist Instruction Letter mailed.

October 7 & 8 **SAN CARLOS ART & WINE FAIRE**

### **Cancellation Policy**

Through July 9 *Space fee refunds given.*  
July 10 - Aug 27 *PFAF Credit Slip given MINUS a \$50.00 fee per space for cancellations.*  
Aug 28 - Show **Space fee is forfeited.**

## Half Moon Bay Art & Pumpkin Festival

February 1 Applications Postmarked  
Week of March 6 Selection results mailed to applicants.  
July 10 Selected applicants' entry fee deposited.  
Week of Sept 18 Customer postcard invitations mailed to artists.  
Week of Oct 2 Artist Instruction Letter mailed.

October 14 & 15 **HALF MOON BAY ART & PUMPKIN FESTIVAL**

### **Cancellation Policy**

Through July 9 *Space fee refunds given.*  
July 10 - Sept 3 *PFAF Credit Slip given MINUS a \$50.00 fee per space for cancellations.*  
Sept 4 - Show **Space fee is forfeited.**

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**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.

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