

# — Pacific Fine Arts Festivals General Application Form / 2017 —

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.

Artist 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 \$ \_\_\_\_\_

Many of our events have only sidewalk spaces available (approximately 4' deep x 15' long) interrupted by light poles or parking meters, for example. Are you able to accommodate these space idiosyncrasies using umbrellas for shade?  Yes  No

**We are accepting applications after each deadline for space or waiting list consideration.**

# of Spaces Requested	Deadline	Show Name/Date	Fees (Plus 10% Commission)	Number of Free Postcard Invites
_____	2/1/17	West Portal / April 7, 8, 9	(\$170.00) ck# _____	_____
_____	2/1/17	Menlo Park / April 21, 22, 23	(\$170.00) ck# _____	_____
_____	3/1/17	Folsom Premium Outlets-Artisan Marketplace / April 29, 30	(\$160.00) ck# _____	_____
_____	3/1/17	Oakland-Montclair Village / June 24, 25 <b>(2 days!)</b>	(\$175.00) ck# _____	_____
_____	3/1/17	Lake Tahoe-Homewood / July 1, 2, 3, 4 <b>(4 days!)</b>	(\$175.00) ck# _____	_____
_____	3/1/17	Lake Tahoe-Homewood / July 21, 22, 23	(\$175.00) ck# _____	_____
_____	3/1/17	Mammoth Lakes / August 4, 5, 6	(\$175.00) ck# _____	_____
_____	3/1/17	Lake Tahoe-Homewood / August 11, 12, 13	(\$175.00) ck# _____	_____
_____	3/1/17	Lake Tahoe-Tahoe City / August 18, 19, 20	(\$175.00) ck# _____	_____
_____	3/1/17	Lake Tahoe-Tahoe City / August 25, 26, 27	(\$175.00) ck# _____	_____
_____	4/1/17	Menlo Park / September 30, October 1 <b>(2 days!)</b>	(\$170.00) ck# _____	_____
_____	4/1/17	Folsom Premium Outlets-Harvest Holidays / October 28, 29	(\$160.00) ck# _____	_____

*Participants are responsible for a Folsom Business Certificate (\$55.00 for the first event, \$31.00 for additional events in current or subsequent years). Information will be included with event's notification letter.*

*Participants are responsible for a Folsom Business Certificate (\$55.00 for the first event, \$31.00 for additional events in current or subsequent years). Information will be included with event's notification letter.*

METHOD OF PAYMENT  CHECK/S ENCLOSED (\$15.00 fee for returned checks)  MASTERCARD/VISA Amount to be charged \$ \_\_\_\_\_

Credit card number \_\_\_\_\_ Expiration date (AS OF OCTOBER 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 / \_\_\_\_\_ /

## 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.**

1. **Folsom and Lake Tahoe/Tahoe City applicants include a copy of your proof of car insurance.**
2. 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 printed on back of each photograph. When submitting your images, remember that this presentation is how the selection committee chooses the event's participants.
3. In addition to the aforementioned photos: If you would like to submit images of your work for publicity and advertising consideration, please email both horizontal and vertical images at 300 dpi or greater and in .jpeg format to pfa@pacificfinearts.com, or include a CD with this application. Please title the images or CD with your name.
4. **Include a separate page with your Artist Statement/Biography.** Be sure that your name/business name is included on this page.
5. **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.
6. Space fee checks/money orders made out to PFAF or Pacific Fine Arts Festivals, or Visa/Mastercard payment information listed above. A second, separate check is required for each extra space request per event. Note: \$15.00 fee for NSF checks.
7. 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.
8. 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.
9. **READ AND SIGN THE BACK OF THIS PAGE.**
10. 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. We will accept applications after the deadlines for space or waiting list consideration.**

**STATUS NOTIFICATION:** You will be notified of your acceptance status by the fourth week after the show/s application deadline. If your work is accepted or placed on the waiting list, your materials will be held until after the show/s. If your work is not accepted, we will return your materials immediately. We will accept applications after the deadlines 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 for that event.

**QUESTIONS:** We can be reached by phone 209/267-4394 or e-mail pfa@pacificfinearts.com.

# 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, alcohol, drugs or smoking 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:** Excluding 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.

**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, Menlo Summerfest, San Carlos Art and Wine Faire and Half Moon Bay Art & Pumpkin Festival applications for cancellation policies specific to those events. For all other Pacific Fine Arts Festivals 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 PFAF Credit for that event minus a \$50.00 handling fee per cancelled space. The PFAF 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. For "No Show" negligence, your show fee is forfeited and you may be removed from our mailing list.

**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.

**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 Sponsor of the Event and Pacific Fine Arts Festivals 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 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, 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 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 FOR SELLING AT THE EVENT 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: \_\_\_\_\_