

# CALIFORNIA STRAWBERRY FESTIVAL APPLICATION / 2024

May 18 • 19 – Arts & Crafts. 10:00am-7:30pm Sat. / 10am-6:30pm Sun.  
Mandatory set up Friday, May 17 - Arrive between 9AM-5PM.

**ELIGIBILITY** Prior to applying, read important details on page 2 under "POLICIES" and "ELIGIBILITY."  
Ventura County Fairgrounds, 10 West Harbor Blvd, Ventura, CA 93001

The California Strawberry Festival celebrates its 38<sup>th</sup> year and we're looking forward to an exciting, Family friendly weekend of fun and flavor that pays tribute to Ventura County's robust, world-leading strawberry industry. Guided by an all-volunteer board, the California Strawberry Festival is a 501c3 organization that gives back to the community through four postsecondary scholarship programs and weekend fundraising opportunities for more than 30 local non-profit groups. To date, the Festival has raised more than \$5 million to fund these causes. The non-profit Festival draws more than 57,000 attendees from across SoCal by serving up a spectacular menu of delectable strawberry delights, arts & crafts booths, live entertainment, goody contests for berry lovers of all ages, carnival rides, and more. Spaces are on concrete and asphalt, indoor and outdoor 5dx12w, 5dx20w, 10dx10w, 10dx12w, 10dx20w, 10dx24w. Park onsite and cart to space. Friday afternoon set-up mandatory. Electricity included for indoor spaces: One outlet for one power strip. Overnight security Friday night through Monday morning. Overnight parking Thursday night through Monday morning. Up to 150 artist spaces.

**Applications will be accepted after deadlines for space or waiting list consideration.**

**Application Deadline February 12**

Application fee \$15.00

Space fees (No commission)

**Outdoor** 10dx10w/\$400.00 • 10dx20w/\$800.00

**Indoor** 10dx12w/\$400.00 • 10dx24w/\$800.00

(only a few available) 5dx12w/\$200.00

5dx24w/\$400.00

Medium \_\_\_\_\_

Artist Name \_\_\_\_\_ Partner Name \_\_\_\_\_

Business Name \_\_\_\_\_ Best contact number/s \_\_\_\_\_

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

Facebook link \_\_\_\_\_ Instagram link \_\_\_\_\_

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

Vehicle License Plate # & State \_\_\_\_\_ CA Seller's Permit # \_\_\_\_\_

Indicate the best descriptive statement:  I am the sole designer and producer  I am mainly the designer and producer and have assistance  
 I am the designer and oversee the production of my work by others  We are a two-person collaborative team creating the work

**Describe your booth layout and how your work is displayed. Be descriptive and thorough, detailing each component.**

**NOTE: FIRE SAFETY** Fabric used in your display (curtains, drapes, backdrops, table coverings and banners) must be flame-proofed or fire-resistant. Detailed information will be provided in status notification acceptance letters.

**For how long, where (i.e. festivals, galleries) and in what cities have you been showing your work?**

Price range of work \$ \_\_\_\_\_ Median price \$ \_\_\_\_\_ Gross sales expected from event \$ \_\_\_\_\_

**(NO COMMISSION) Space types are limited.** If your display is flexible, select order of preference 1 - 4. Do NOT select a size in which your display cannot safely work.

**OUTDOOR** \_\_\_\_\_ **10dx10wOD / \$400.00** \_\_\_\_\_ **10dx20wOD / \$800.00**

**\*INDOOR** (only a few 5x12 types available) \_\_\_\_\_ **5dx12wIN / \$200.00** \_\_\_\_\_ **5dx24wIN / \$400.00** \_\_\_\_\_ **10dx12wIN / \$400.00** \_\_\_\_\_ **10dx24sIN / \$800.00**

\*Electricity included for indoor spaces: One outlet for one artist-provided power strip.

I drive an oversized vehicle/trailer (type and approx. length) \_\_\_\_\_

**Mandatory set up Friday, May 17. Preferred unload time:**  9:00am  11:00am  1:00pm  3:00pm  5:00pm

**Number of free event postcards** requested for sales counter or mailings \_\_\_\_\_

**Wristbands secure your free entrance onto event site.** Up to FOUR, how many staff working in your booth DAILY? \_\_\_\_\_

**Special request...**will be taken into consideration but cannot be guaranteed.

**METHOD OF PAYMENT \$15.00 app fee**  check # \_\_\_\_\_ OR  MC/VISA/AMEX\*  
**Space fee**  check # \_\_\_\_\_ OR  MC/VISA/AMEX\* **CC total including app fee \$** \_\_\_\_\_

**CREDIT CARD INFORMATION** \*NOTE: 3% fee will be added to all Credit Card space fee charges

 **MC/VISA/AMEX #** \_\_\_\_\_ **Exp. date (as of April 2024)** \_\_\_\_\_ **Security code** \_\_\_\_\_

**Name as it appears on credit card** \_\_\_\_\_ **E-Signed or Signature** \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**CHECK LIST — APPLICATION WILL NOT BE PROCESSED WITHOUT SUBMISSION OF REQUIRED CHECK LIST ITEMS** Return application and all check list items by email to [pfa@pacificfinearts.com](mailto:pfa@pacificfinearts.com) or by USPS to Pacific Fine Arts Festivals, PO Box 280, Pine Grove, CA 95665. Questions: [pfa@pacificfinearts.com](mailto:pfa@pacificfinearts.com) or 209/267-4394.

- IMAGES** A) FOUR, or more as needed, of your various art/craft pieces, B) ONE of your entirely stocked display—booth presentation is equally as important as quality of artwork for sale, C) ONE, or more if necessary, of you working in your studio with supplies, tools, and work in various degrees of completion. This is meant to prove that you create your work—be sure that the images show thorough evidence of this requirement. Printed or emailed images should be good quality and taken within the last 2 years. **IF EMAILING** attach as jpgs, do not send as Google Docs/Drive. **IF MAILING** print your name/business name on backs. Your images' quality and clarity are important. Images should be representative of all products you wish to display for sale.
- Artist Statement/Biography.** Include name/business name on this page. **IF EMAILING** attach as Word doc, pdf/jpg, do not send as Google Docs/Drive.
- Description of work.** This page should represent all work you intend to sell including the following information—what is your medium and subject matter, what tools you use in your process, and approximately what percentage of your display is dedicated to each grouping. For example, a jeweler might indicate rings-60%, necklaces-10%, earrings-30%. Include name/business name on this page. **IF EMAILING** attach as Word doc, pdf/jpg, do not send as Google Docs/Drive.
- Application fee required with application:** \$15.00, non-refundable. Payable by check, Visa/MC/AMEX. \*NOTE: A 3% fee will be added to all credit card charges. Checks made out to PFAF or Pacific Fine Arts Festivals. Note: \$25.00 fee for NSF checks. Plan for application fees to be deposited immediately.
- Space fee required with application:** Payable by check, Visa/MC/AMEX. \*NOTE: A 3% fee will be added to all credit card charges. Checks made out to PFAF or Pacific Fine Arts Festivals. Please write separate checks for each event's space fee. Note: \$25.00 fee for NSF checks. For work accepted into the event, space fees are deposited one week after status notification. Fees paid by check will be held for waiting list status applicants. For applicants whose work remains on the waiting list or is not accepted into the event, checks will be shredded post event.
- Read page 2 (Requirements/Expectations/Release & Hold Harmless) and sign acknowledgement at bottom of Page 1.**
- If using USPS, include a self-addressed envelope large enough/with adequate postage to return your images or they cannot be returned.
- A self-addressed, stamped postcard** if you would like acknowledgement of your USPS mailed application's receipt. In the memo area note event's name.

**DATES TO REMEMBER** Applications postmarked February 12. Selection results sent to artists March 11. Accepted artist space fees deposited March 18. Requested postcard quantity mailed to artists April 22. Artist instruction letter sent May 6.

**CANCELLATION POLICY** see "ARTIST SPACE CANCELLATIONS" on Page 2.

**APPLICATIONS ARE ACCEPTED AFTER DEADLINE** for space or waiting list consideration. Status notification will be sent by the fourth week after receiving the application.

**IMPORTANT** To ensure receipt of our emails, add to your server's whitelist: \*@pacificfinearts.com (the asterisk indicates "all"). Or to your server's address book, accepted email addresses, or whitelist: [emails@pacificfinearts.com](mailto:emails@pacificfinearts.com), [pfa@pacificfinearts.com](mailto:pfa@pacificfinearts.com), [troy@pacificfinearts.com](mailto:troy@pacificfinearts.com) and [site@pacificfinearts.com](mailto:site@pacificfinearts.com)

**REFERRAL PROGRAM** If you are referring an artist or are a referred artist, see "REFERRAL PROGRAM" paragraph on Page 2.

**MY SIGNATURE BELOW ACKNOWLEDGES I HAVE READ AND AGREE TO LISTED REQUIREMENTS/EXPECTATIONS/RELEASE & HOLD HARMLESS ON PAGE 2.**

**E-Signed or Signature** \_\_\_\_\_ / \_\_\_\_\_ **Date** \_\_\_\_\_

Pacific Fine Arts Festivals • [pfa@pacificfinearts.com](mailto:pfa@pacificfinearts.com) • 209/267-4394 • [pacificfinearts.com](http://pacificfinearts.com) • PO Box 280, Pine Grove, CA 95665

# PACIFIC FINE ARTS FESTIVALS'—CALIFORNIA STRAWBERRY FESTIVAL / 2024

Application and participation constitute agreement to/acceptance of these policies and instructions governing each Pacific Fine Arts Festivals' event.

## REQUIREMENTS

**ELIGIBILITY** *Important: Applicants selected will be those showcasing their individual perspective in unique, unusual and/or unexpected ways, and with good creative design in their art or craft. Artwork or crafts solely assembled with purchased components are not a good fit for our events.*

Application is open to creators of quality handcrafted, small batch products made in the USA by the artisan selling their works. Do not apply if your products are buy and sell, imported or from kits, hand-embellished mass-produced items, work not created and produced by the applicant(s), books, body art. No application including toys as weapons will be considered. Depictions of weapons and certain types of nudity or printed words are carefully considered. We appreciate artists' freedom of expression; as these are family events, we are held responsible to each hosting entity and community to present what they consider to be family-friendly. No booth sharing will be considered outside of a married/significant-other partnership, otherwise only one artist or a collaborative partnership will be assigned to one space. It is possible, though, for two artists (each must apply separately) to request side-by-side spaces. With pre-arranged permission, a representative may sell at events.

**REFERRAL PROGRAM** We're always interested in bringing new, quality products to our events. Share our information with your quality artisan friends and you both will receive a \$50.00 credit upon participation in the same year! Download the Referral Certificate from our website, [pacificfinearts.com](http://pacificfinearts.com), or contact us to request one, [pfa@pacificfinearts.com](mailto:pfa@pacificfinearts.com) or 209-267-4394. Submit the certificate with your individual applications and after you both participate in any event in the same year, we will send each a \$50.00 credit slip good towards any future space fee. Word-of-mouth referrals are golden, and we appreciate your sharing your enthusiasm for our events!

**INSURANCE** Insurance is not required to participate in our events, but we strongly suggest obtaining business or event insurance to protect your business and work. There are low-cost event or yearly policies available through [actinsurance.com](http://actinsurance.com). Visit <https://pacificfinearts.com/insurance/> for a few resource options.

**FIRE SAFETY** Fabric used in your display (curtains, drapes, backdrops, table coverings and banners) must be flame-proofed or fire-resistant. Detailed information will be provided in status notification acceptance letters.

**FIRE EXTINGUISHERS** Each participant must have a 2A:10BC rated fire extinguisher in their booth. If the extinguisher is NEW, Fire Departments require that it must be stamped with the CURRENT year on the label or bottom of the unit AND the indicator must be all the way to the top of the green. If you've an older unit then it must have been serviced within the last 12 months and have a current State Fire Marshal tag attached AND the indicator must be all the way to the top of the green. This may seem unnecessary, but we assure you that it is a big deal to the Fire Marshal and the events can be negatively affected if participants do not bring their extinguishers meeting these regulations.

**APPLICATION PHOTOS/EVENT VIDEO & PHOTOGRAPHY** Event applicants/participants agree to allow the images included with their application or video/photographs taken at event/s to be used for publicity and advertising.

**ARTIST SPACE CANCELLATIONS** Space fee refunds are given through March 17. From March 18 through April 7 a PFAF credit slip minus a \$50.00 fee per each individual cancelled space is given. The PFAF credit may be used towards any future space fee. Space fee forfeited if the cancellation comes on April 8 or later. For "No Show" negligence, space fees are forfeited, and subject to removal from future events and our mailing list.

**CANCELLATION OF FAIR OR FESTIVAL** If weather, major disaster, pandemic, or other circumstances beyond the control of the Host of the Event, the City in which the event is held or Pacific Fine Arts Festivals cause the cancellation of the fair or festival, participation fees will not be returned. The Host of the Event, the City or Pacific Fine Arts Festivals cannot be held liable by exhibitors for the failure of the event to take place.

## EXPECTATIONS

**WEATHER** Be at the fair or festival no matter what weather is predicted. In case of rain, follow directions given by on-site PFAF staff. Arrive at the event prepared with heavy, see-through plastic and clamps to cover your work in case of rain, and at set-up always install at least 40 pounds of weight on each tent leg and display piece or, in the case of sidewalk events, throughout your display in case of wind (heavily weight all umbrellas, too).

**PRODUCTS FOR SALE** Pacific Fine Arts Festivals and/or designated agents reserve the right to restrict/remove products offered for sale based on quality and integrity as decided by Pacific Fine Arts Festivals. Products not included in application are not appropriate to include for sale and will be required to be removed from booth without prior-to-event approval by Pacific Fine Arts Festivals.

**THEFT** Although rare, theft does sometimes occur. Pacific Fine Arts Festivals, the Host of the Event, or the City in which the event is held cannot be held liable by exhibitors for any theft that may occur at the event.

**EVENT MARKETING** Your marketing for each event is an essential part of our teamwork in promoting the events. We offer free color postcards for you to distribute (on your application request the amount you'd like for each event) in addition to providing downloadable event graphics for your social media or email blasts to directly target YOUR customers. Additionally, for each event we create posts on Facebook and Instagram that are easily customizable and shareable. Take advantage of these or if you create your own content promoting an event, tag us too, #PacificFineArts and @PacificFineArts. LIKE and FOLLOW us to get the latest news!

**CONDUCT/DISPLAY APPEARANCE** Arrive on time, promptly remove vehicle to the designated parking areas as stated in event's Instruction Letter, booth open and ready each morning by stated time, never break down or retrieve vehicles for loading before the stated time and complete all show days scheduled. No non-service pets allowed. No children under 7, music that interferes with neighbors, open flames or generators, alcohol, drugs, or smoking allowed in or around booth. Clothing should be tasteful. Your display area should be neat, free of storage boxes or clutter, with tablecloths floor length on all sides. No displaying of "SALE" or "DISCOUNTED" type signage. Offensive/abusive behavior is not tolerated. An ignored request by staff to refrain may result in expulsion from the event. This is a professional environment—please strive to always reflect that in booth appearance and personal behavior.

**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 for us and other participants to work with. No amount of talent or ability to sell will compensate for this. Aggressive behavior won't be tolerated: harassing/abusive/threatening language, physical assault, failure to respond to staff instructions will be addressed and may result in participant's immediate removal from the event.

## RELEASE & HOLD HARMLESS AGREEMENT

This agreement is entered into by and between Pacific Fine Arts Festivals (Producer), the Host of the Event (Client), the City in which the event is held (City) and the exhibitor, artist or craftsman filling out, signing, and returning the application (Artist).

The Artist hereby indemnifies and holds the Producer, its agents, employees, sub-contractors and volunteers, the Client, its agents, employees, sub-contractors and volunteers, the City, its agents, employees, sub-contractors and volunteers harmless from any and all claims, including costs and attorney's fees resulting there from, arising out of said Artist's participation in any and all events which have been organized by or through Producer, Client, or City. 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, sub-contractors and volunteers, the Client or its agents, employees, sub-contractors and volunteers or the City or its agents, employees, sub-contractors and volunteers.

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 fair or festival organized by Producer, Client, or City including any risk resulting from the location of the space designated for them by the Producer. The Artist agrees to hold harmless the Producer, Client, City from any and all liability for damages to persons and damages or theft of property from any source. If weather, other acts of Nature, pandemic, or other reasons beyond the control of the City, Client or Pacific Fine Arts Festivals causes the event's cancellation, Artist application and/or space fees will not be returned and neither the City, 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 every fair or 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 USA BY PERSON/S LISTED UNDER ARTIST NAME ON APPLICATION PAGE, WHO WILL BE SELLING THE WORK AT EACH EVENT, AND WHOSE NAME IS REFLECTED ON SIGNATURE LINE BELOW.**

**I AGREE TO ABIDE BY THE POLICIES, RELEASE & HOLD HARMLESS AND THE RULES GOVERNING EACH EVENT OUTLINED IN EACH EVENT'S INSTRUCTION LETTER SET FORTH BY PACIFIC FINE ARTS FESTIVALS.**