

2024 FESTIVAL APPLICATION / PACIFIC FINE ARTS FESTIVALS

View eligible media and pertinent event information at pacificfinearts.com on event's ARTIST EVENT INFO tab.

Return application & check list items to pfa@pacificfinearts.com or PO Box 280, Pine Grove, CA 95665. Questions: pfa@pacificfinearts.com.

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

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

2-Dimensional Artists: What percentage of your display, if any, will consist of original pieces? _____

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

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

I drive an oversized vehicle/trailer. Type & approx. length. (May not be allowed on-site.) _____

Number of free event postcards for sales counter or mailings

Saratoga _____ CA Strawberry Festival _____ Los Altos _____ Palo Alto _____ San Carlos _____ Half Moon Bay _____

Special requests...will be taken into consideration but cannot be guaranteed. First list event location, then space request.

Your choices below

Rotary Club of Saratoga Fine Arts Show, May 4 & 5. Deadline Feb. 12. View event info: pacificfinearts.com/applications/Saratoga-fine-arts-show

(Space fee plus 10% commission) _____ 10dx10w / \$350.00 _____ 10dx20w / \$700.00
\$15.00 app fee check # _____ OR CC Space fee check # _____ OR CC Credit Card total incl. app fee \$ _____
Preferred unload time (unload and move to artist parking prior to setting up) **FRI** 1:00PM 2:30PM 4:00PM **SAT** 6:30AM 8:00AM

California Strawberry Festival, May 18 & 19. Deadline Feb. 12. View event info: pacificfinearts.com/applications/california-strawberry-festival

(NO COMMISSION) Space types are limited. If your display is flexible, select order of preference 1 - 4.
OUTDOOR _____ 10dx10wOD / \$400.00 _____ 10dx20wOD / \$800.00
***INDOOR** (only a few 5x12 types available) _____ 5dx12wIN / \$200.00 _____ 5dx24wIN / \$400.00 _____ 10dx12wIN / \$400.00 _____ 10dx24wIN / \$800.00
*Electricity included for indoor spaces: One outlet for one artist-provided power strip.
\$15.00 app fee check # _____ OR CC Space fee check # _____ OR CC Credit Card total incl. app fee \$ _____
Wristbands secure your free entrance onto event site. Up to FOUR, how many staff working in your booth DAILY? _____
Mandatory set up Friday, May 17. Preferred unload time (unload and move to artist parking prior to setting up)
 9:00AM 11:00AM 1:00PM 3:00PM 5:00PM

Los Altos Arts & Wine Festival, July 13 & 14. Deadline March 11. View event info: pacificfinearts.com/applications/los-altos-arts-wine-festival

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.
(Space fee plus 10% commission) _____ 5dx10w / \$285.00 _____ 5dx20w / \$345.00 _____ 10dx10w / \$345.00 _____ 10dx20w / \$690.00
\$15.00 app fee check # _____ OR CC Space fee check # _____ OR CC Credit Card total incl. app fee \$ _____
Preferred unload time (unload and move to artist parking prior to setting up) 5:00AM 6:20AM 7:40AM

Palo Alto Festival of the Arts, Aug 24 & 25. Deadline March 11. View event info: pacificfinearts.com/applications/palo-alto-festival-of-the-arts

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.
8'd spaces face northwest. 10x10 canopies will not fit. Most spaces get some afternoon sun. 10'd spaces face southeast. Mostly shady in afternoon.
(Space fee plus 10% commission)
Standard spaces _____ 8dx10w / \$295.00 _____ 10dx10w / \$345.00 _____ 8dx20w / \$590.00 _____ 10dx20w / \$690.00
WalkThru spaces (open front & back) _____ 10dx10w+WTh / \$420.00 _____ 18dx10w+WTh / \$715.00 _____ 10dx20w+WTh / \$850.00
Corner spaces _____ 8dx10w+C / \$370.00 _____ 10dx10w+C / \$420.00 _____ 8dx20w+C / \$690.00 _____ 10dx20w+C / \$790.00
Double corner spaces _____ 10dx18w+2Corners / \$885.00
\$15.00 app fee check # _____ OR CC Space fee check # _____ OR CC Credit Card total incl. app fee \$ _____
Preferred unload time Space is tight. Plan to unload quickly, move vehicle off-site, then set up by 9:30AM. Indicate order of preference: 1, 2, 3.
8'd spaces _____ 6:15-6:55AM _____ 7:00-7:40AM _____ 7:45-8:25AM 10'd space _____ 5:30-6:10AM _____ 6:15-6:55AM _____ 7:00-7:40AM

San Carlos Art & Wine Faire, Oct 12 & 13. Deadline June 3. View event info: pacificfinearts.com/applications/san-carlos-art-wine-faire

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.
(Space fee plus 10% commission) _____ 5dx10w / \$230.00 _____ 5dx20w / \$285.00 _____ 10dx10w / \$285.00 _____ 10dx20w / \$570.00
\$15.00 app fee check # _____ OR CC Space fee check # _____ OR CC Credit Card total incl. app fee \$ _____
Preferred unload day/time (unload and move to artist parking prior to setting up) 5:00AM 6:20AM 7:40AM

Half Moon Bay Art & Pumpkin Festival, Oct 19 & 20. Deadline June 3. View event info: pacificfinearts.com/applications/art-pumpkin-festival

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.
(NO COMMISSION) _____ 10dx10w / \$525.00 _____ 10dx20w / \$1050.00
Corner spaces _____ 5dx10w+1 corner / \$510.00 _____ 5dx40w+2 corners / \$1300.00 _____ 10dx10w+1 corner / \$625.00
_____ 10dx20w+1 corner / \$1150.00 _____ 10dx20w+2 corners / \$1300.00
\$15.00 app fee check # _____ OR CC Space fee check # _____ OR CC Credit Card total incl. app fee \$ _____
Preferred unload day/time (unload and move to artist parking prior to setting up) 4:30AM 5:15AM 6:00AM 6:45AM

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 _____

MY SIGNATURE BELOW ACKNOWLEDGES I HAVE READ AND AGREE TO LISTED REQUIREMENTS/EXPECTATIONS/RELEASE & HOLD HARMLESS ON PAGE 3.

E-Signed or Signature / _____ / Date _____

PACIFIC FINE ARTS FESTIVALS—FESTIVAL APPLICATION / 2024

APPLICATION MUST INCLUDE REQUIRED CHECK LIST ITEMS #1-6

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 or by USPS to Pacific Fine Arts Festivals, PO Box 280, Pine Grove, CA 95665. Questions: 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 Artwork.** 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 per event, non-refundable. All application fees may be included on ONE check. Payable by check or 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 fees required with application:** Please write separate checks for each event's space fee. 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. 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 3 (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 the shows for which you've applied.

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, pfa@pacificfinearts.com, troy@pacificfinearts.com and site@pacificfinearts.com.

REFERRAL PROGRAM If you are referring an artist or are a referred artist, see "REFERRAL PROGRAM" paragraph on Page 3.

DATES TO REMEMBER

Rotary Club of Saratoga Fine Arts Show / May 4 & 5

February 12	Applications postmarked.
March 11	Selection results sent to applicants.
March 18	Selected applicants' space fee deposited.
April 8	Customer postcard invitations sent to artists.
April 22	Artist Instruction Letter sent.

Cancellation Policy

Through March 17	Space fee refunds given.
March 18 - March 24	PFAF Credit Slip minus \$50.00 per individual cancelled space
March 25 - Show	Space fee is forfeited.

California Strawberry Festival / May 18 & 19

February 12	Applications postmarked.
March 11	Selection results sent to applicants.
March 18	Selected applicants' space fee deposited.
April 22	Customer postcard invitations sent to artists.
May 6	Artist Instruction Letter sent.
May 17	Mandatory set-up. Security Provided

Cancellation Policy

Through March 17	Space fee refunds given.
March 18- April 7	PFAF Credit Slip minus \$50.00 per individual cancelled space
April 8 - Show	Space fee is forfeited.

Los Altos Arts & Wine Festival / July 13 & 14

March 11	Applications postmarked.
April 8	Selection results sent to applicants.
April 15	Selected applicants' space fee deposited.
June 17	Customer postcard invitations sent to artists.
July 1	Artist Instruction Letter sent.

Cancellation Policy

Through April 14	Space fee refunds given.
April 15 - June 2	PFAF Credit Slip minus \$50.00 per individual cancelled space
June 3 - Show	Space fee is forfeited.

PFAF CREDIT SLIP IS GOOD TOWARDS ANY FUTURE SPACE FEE

Palo Alto Festival of the Arts / Aug 24 & 25

March 11	Applications postmarked.
April 8	Selection results sent to applicants.
April 15	Selected applicants' space fee deposited.
July 29	Customer postcard invitations sent to artists.
August 12	Artist Instruction Letter sent.

Cancellation Policy

Through April 14	Space fee refunds given.
April 15- July 14	PFAF Credit Slip minus \$50.00 per individual cancelled space
July 15 - Show	Space fee is forfeited.

San Carlos Art & Wine Faire / Oct 12 & 13

June 3	Applications postmarked.
June 24	Selection results sent to applicants.
July 1	Selected applicants' space fee deposited.
Sept 16	Customer postcard invitations sent to artists.
Sept 30	Artist Instruction Letter sent.

Cancellation Policy

Through June 30	Space fee refunds given.
July 1- Sept 1	PFAF Credit Slip minus \$50.00 per individual cancelled space
Sept 2 - Show	Space fee is forfeited.

Half Moon Bay Art & Pumpkin Festival / Oct 19 & 20

June 3	Applications postmarked.
June 24	Selection results sent to applicants.
July 1	Selected applicants' space fee deposited.
Sept 23	Customer postcard invitations sent to artists.
October 7	Artist Instruction Letter sent.

Cancellation Policy

Through June 30	Space fee refunds given.
July 1 - Sept 8	PFAF Credit Slip minus \$50.00 per individual cancelled space
Sept 9 - Show	Space fee is forfeited.

PACIFIC FINE ARTS FESTIVALS' POLICIES—FESTIVALS APPLICATION 2024

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

REQUIREMENTS

ELIGIBILITY Important: Applicants considered 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 event. Application is open to creators of quality handcrafted works made in the USA by the artisan selling their works. Do not apply if your products are buy and sell, imported or from kits, work not created and produced by the applicant(s), toys as weapons, body art. Certain depictions of weapons, nudity or printed words are carefully considered. We appreciate artists' freedom of expression; as these are events that families may attend, 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.

ROTARY CLUB OF SARATOGA FINE ARTS SHOW & PALO ALTO FESTIVAL OF THE ARTS, SPECIFICALLY

MEDIA FOR CONSIDERATION Ceramics, Fiber: wearable, decorative & functional, Glass, Graphics: digital & hand-drawn, Jewelry, Leather, Metalwork, Mixed Media, Painting, Photography, Printmaking, Sculpture, Wood

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, or contact us to request one, 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.

FOR COMMISSION EVENTS A 10% commission on gross, pre-tax sales is paid on all work sold as a direct result of these opportunities for public exposure including sales finalized after the event. Commissions are due postmarked to the office (PO Box 280, Pine Grove, CA 95665) by the Wednesday immediately following the event and any subsequent sales commissions, as soon as possible. For commissions, we also accept PayPal, Venmo and Zelle. Instructions included in event instruction letters. **EXCEPTION: Rotary Club of Saratoga Fine Arts Show commissions are due directly to the Rotary Club. Details will be included in instruction letter.**

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. Visit <https://pacificfinearts.com/insurance/> for a few resource options.

FIRE EXTINGUISHERS Each participant (EXCEPTION: Rotary Club of Saratoga Fine Arts Show and Palo Alto Festival of the Arts) must have a 2A:10BC rated extinguisher in their booth. If 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.

CALIFORNIA STRAWBERRY FESTIVAL, SPECIFICALLY

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.

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 Also see "DATES TO REMEMBER" on Page 2 of application. Notify us of your cancellation up to the Sunday six weeks prior to the start date of the show and we will send a PFAF Credit for that event minus a \$50.00 handling fee per each individual 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, 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.

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.

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.

RELEASE & HOLD HARMLESS AGREEMENT

THE WORK DESCRIBED IN THIS APPLICATION FOR SELLING AT THE EVENT 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 THE EVENT OUTLINED IN THE EVENT'S INSTRUCTION LETTER SET FORTH BY PACIFIC FINE ARTS FESTIVALS.