

# — PALO ALTO FESTIVAL OF THE ARTS APPLICATION / 2022 —

**August 27 • 28 – Fine Arts & Fine Crafts.** University Ave between Webster and High Streets, Palo Alto

Well-known for showcasing high quality art, Palo Alto's Festival of the Arts returns to celebrate its 39<sup>th</sup> anniversary in 2022. Each year over 100,000 patrons who appreciate the festival's excellence visit this open-air gallery along tree-lined University Avenue, interacting with the artists and shopping the fine arts and fine crafts booths. Enhancing the experience, festivalgoers enjoy sidewalk piano virtuosos, Italian Street Painting, hands-on kids' art activities, delicious food selections and alcoholic beverage varieties. Spaces are 8x10, 8x20, 10x10, 10x18, 10x20 on asphalt. Overnight security. No electricity. Overnight parking. 280 spaces.

**ARTISTS WITH 2020 ACCEPTED STATUS WERE OFFERED AUTOMATIC ACCEPTANCE UNTIL DEC 17, 2021. THE APPLICATION FEE IS WAIVED FOR THOSE WHO RESPONDED TO US BY 12/17/21, CONFIRMING THEIR INTEREST IN RESPONSE TO MLA PRODUCTION'S EMAIL ANNOUNCEMENT.**

**ONE HUNDRED FIVE SPACES HAVE BEEN FILLED. THE MOST IMPACTED IS JEWELRY WITH APPROXIMATELY 20 SPACES REMAINING.**

**ELIGIBILITY** Fine arts, fine decorative or functional crafts. Details on page 2 under "POLICIES," "ELIGIBILITY" and "MEDIA FOR CONSIDERATION."

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

## Application Deadline February 1

Application fee \$15.00

Space fees (Plus 10% commission)

8d x 10w or 10d x 10w / \$310.00

8d x 10w or 10d x 10w+1corner / \$385.00

10d x 10wWalkThru / \$385.00

8d x 20w or 10d x 20w / \$685.00

8d x 20w or 10d x 20w+1corner / \$785.00

10d x 20wWalkThru / \$850.00

10d x 18w+2corners / \$885.00

Artist Name \_\_\_\_\_ Medium \_\_\_\_\_

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

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

Best contact number/s \_\_\_\_\_

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

Vehicle License Plate # & State \_\_\_\_\_

Social Media Business Name Facebook \_\_\_\_\_ Instagram \_\_\_\_\_

Send as much correspondence as possible by email:  Yes  No Number of free postcards requested for sales counter or mailings \_\_\_\_\_

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.

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

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

Previous Palo Alto Festival of the Arts exhibitor?  Yes  No Most recent year participated \_\_\_\_\_

Space sizes are limited. If your display is flexible, indicate order of preference, 1, 2, 3.

(Space fee plus 10% commission) \_\_\_\_\_ 8d x 10w / \$310.00 \_\_\_\_\_ 10d x 10w / \$310.00 \_\_\_\_\_ 8d x 10w+1corner / \$385.00

\_\_\_\_\_ 10d x 10w+1corner / \$385.00 \_\_\_\_\_ 10d x 10wWalkThru / \$385.00 \_\_\_\_\_ 8d x 20w / \$685.00 \_\_\_\_\_ 10d x 20w / \$685.00

\_\_\_\_\_ 8d x 20w+1corner / \$785.00 \_\_\_\_\_ 10d x 20w+1corner / \$785.00 \_\_\_\_\_ 10d x 20wWalkThru / \$850.00 \_\_\_\_\_ 10d x 18w+2corners / \$885.00

Unload time selected (unload and move to artist parking prior to setting up) Space is tight. Please plan your display as best you can to unload quickly, move your vehicle off-site, then set up by 9:30AM. List in order your unload time choices.

8'd spaces (Facing Northwest: most spaces get some afternoon sun) \_\_\_\_\_ 6:15-6:55AM \_\_\_\_\_ 7:00-7:40AM \_\_\_\_\_ 7:45-8:25AM

10'd space (Facing Southeast: mostly shady in afternoon) \_\_\_\_\_ 5:30-6:10AM \_\_\_\_\_ 6:15-6:55AM \_\_\_\_\_ 7:00-7:40AM

I drive an oversized vehicle.  Yes  No NOTE: OVERSIZED REQUIRED TO UNLOAD/LOAD FROM SIDE STREET.

Special requests will be taken into consideration but cannot be guaranteed.

METHOD OF PAYMENT (CHECKS PREFERRED) \$15.00 app fee  check (sep. from spc fee) # \_\_\_\_\_ OR  MC/VISA COUPON CODE \_\_\_\_\_

Space fee  check # \_\_\_\_\_ OR  MC/VISA Total incl. app fee \$ \_\_\_\_\_

### CREDIT CARD INFORMATION (CHECKS PREFERRED)

 MC/VISA # \_\_\_\_\_ Exp. date (AS OF APRIL 2022) \_\_\_\_\_ Security code \_\_\_\_\_

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

**CHECK LIST** 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.

1. **IMAGES TO INCLUDE** A) 4 images, or more, of your various art/craft pieces, B) 1 image of your entirely stocked display, C) 1 image, or more, of you working in your studio with supplies, tools, and work in degrees of completion. The studio shot is meant to prove that you create your work—please 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** do not send as Google Docs; attach as jpgs. **IF MAILING** add your name on the backs. Image quality and clarity are important. Images should be representative of all products you wish to display for sale.
2. Include separate page with your Artist Statement/Biography. Add your name to this page. **IF EMAILING do not send as Google Docs; attach as pdf/jpg or Word doc.**
3. Include a separate page with descriptions representing all work you intend to bring 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%. Add your name to this page. **IF EMAILING do not send as Google Docs; attach as pdf/jpg or Word doc.**
4. **Proof of insurance** required after acceptance into event/s. See the "INSURANCE" paragraph on this application's POLICIES page for more information.
5. **Application fees (CHECKS PREFERRED)** [WAIVED FOR THOSE 2020 ACCEPTED STATUS ARTISTS WHO RESPONDED TO US BY 12/17/21, CONFIRMING THEIR INTEREST IN RESPONSE TO MLA PRODUCTION'S EMAIL ANNOUNCEMENT.] \$15.00 non-refundable application fee. Payment accepted by check, money order/cashier's check, Visa/Mastercard. Checks/money orders/cashier's checks made out to PFAF or Pacific Fine Arts Festivals. Note: \$25.00 fee for NSF checks.
6. **Space fees (CHECKS PREFERRED)** Payment accepted by check, money order/cashier's check, Visa/Mastercard. Checks/money orders/cashier's checks made out to PFAF or Pacific Fine Arts Festivals. Note: \$25.00 fee for NSF checks.
7. If using USPS, include a SASE large enough/with adequate postage to return your images or they cannot be returned.
8. A self-addressed, stamped postcard if you would like acknowledgement of your application's receipt. In the memo area note event's name.
9. **REFERRAL PROGRAM** If you are referring an artist to our events or are a referred artist, see the REFERRAL PROGRAM paragraph on this application's POLICIES page for information.
10. **IMPORTANT** Be sure to add to your "accepted" email list the addresses [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) to be sure you receive correspondence.
11. **DATES TO REMEMBER** Applications postmarked February 1. Selection results sent to artists February 28. Space fees deposited, March 7. Requested postcard quantity mailed to artists August 1. Artist instruction letter sent August 15.
12. **Cancellation Policy** Space fee refunds are given through March 6. From March 7 through July 17 a Pacific Fine Arts Festivals' credit slip minus a \$50.00 fee per space cancelled is given. The PFAF credit may be used towards any future space fee. Space fee forfeited if the cancellation comes on July 18 or later.
13. **READ AND SIGN POLICIES & HOLD HARMLESS FOUND ON PAGE 2 OF APPLICATION. RETURN WITH APPLICATION.**

**Applications will be accepted after the deadline for space or waiting list consideration.** Status notification will be sent by the fourth week after receiving the application.

# Pacific Fine Arts Festivals' Policies—Palo Alto Festival of the Arts Application 2022

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

## REQUIREMENTS

**ELIGIBILITY** Open to creators of handcrafted, fine arts and fine crafts made in the USA by the artisan selling their works. Creativity and originality are important. 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), packaged specialty foods, books, CDs, body oils, lotions & soaps, children's products, body art, living plants. 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. Applicants whose work has been accepted must be on-site the full weekend of the show.

**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. Word-of-mouth referrals are golden and we appreciate your sharing your enthusiasm for our events!

**FOR COMMISSION EVENTS** A 10% commission on gross, pre-tax sales is paid on all work sold as a direct result of this opportunity for public exposure including sales finalized subsequent to each fair or festival. 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. We also accept PayPal or Venmo. Select "Send Money to a Friend," use our email address, pfa@pacificfinearts.com, and please use your checking/savings account rather than credit or debit card so that we aren't accessed a fee.

**INSURANCE** Full information to be included with each event's acceptance letter. In broad strokes—Required **AFTER ACCEPTANCE** into an event, both a Certificate of Insurance with minimum General Liability coverage limits of \$1,000,000 each occurrence / \$2,000,000 aggregate and an Additional Insured Endorsement listing Pacific Fine Arts Festivals, its agents, employees, sub-contractors and volunteers are named Additional Insured. Resources: There are low-cost event or yearly policies available through rlicorp.com and actinsurance.com \$49.00 fee per event / yearly beginning at \$265.00 depending on gross sales reported). Use discount code "pfa10off" for \$10.00 off your actinsurance.com policy.

**FIRE EXTINGUISHERS** Each participant must have a 2A:10BC rated fire extinguisher in his/her booth. Detailed information will be provided to artists who are accepted into the event.

**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** If you notify us of your cancellation up to the Sunday six 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 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

**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.

**WEATHER** Be at the fair or festival no matter what weather is predicted. In case of rain, follow directions given by our representative on the spot. 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.

**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.

**SOCIAL MEDIA** Participate in event marketing and directly target YOUR customers. For each event we create posts on Facebook, Instagram, Pinterest and Twitter that are easily customizable and shareable. We encourage you to take advantage of this OR if you create your own content promoting an event you'll be doing with us be sure to tag us too, #PacificFineArts and @PacificFineArts. LIKE and FOLLOW us to get the latest news!

**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.

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 craftsperson 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 particular 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 each and 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, (ADD COMMA) WHO WILL BE SELLING THE WORK AT EACH EVENT, AND (ADD) 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.**

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

Printed Name \_\_\_\_\_