

— PALO ALTO FESTIVAL OF THE ARTS APPLICATION / 2025 —

August 23 • 24 – 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 celebrates its 42nd anniversary. Each year over 50,000 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, delicious food selections and alcoholic beverage varieties. The community-friendly event is hosted by the Palo Alto Chamber of Commerce with support of the City of Palo Alto and is a major fundraiser for the Chamber as well as several local non-profit organizations. Spaces are on asphalt. Overnight security. No electricity. Overnight parking. 260 spaces.

ELIGIBILITY Fine arts, fine decorative or functional crafts. Prior to applying, read important details on page 2 under "POLICIES" and "ELIGIBILITY."

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

Application Deadline March 10

Application fee \$15.00

Space fees (Plus 10% commission)

8dx10w / \$295 • 10dx10w / \$345

8dx20w / \$590 • 10dx20w / \$690

10dx10w WalkThru (open front & back) / \$420

18dx10w WalkThru (open front & back) / \$715

10dx20w WalkThru (open front & back) / \$850

8dx10w+Corner / \$370 • 10dx10w+Corner / \$420

8dx20w+Corner / \$690 • 10dx20w+Corner / \$790

10dx18w+2Corners / \$885

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 \$ _____

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

Single 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

I drive an oversized vehicle/trailer. Type & approx. length _____

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

Number of free event postcards requested for sales counter or mailings, up to 400 _____

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

METHOD OF PAYMENT \$15.00 app fee Check (separate from space fee) # _____ OR MC/VISA/DISC/AMEX*
Space fee Check # _____ OR MC/VISA/DISC/AMEX* **CC total including app fee \$** _____

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

 **MC/VISA/DISC/AMEX* #** _____ **Exp. date (as of April 2025)** _____ **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 or by USPS to Pacific Fine Arts Festivals, PO Box 280, Pine Grove, CA 95665.

Questions: pfa@pacificfinearts.com or 209/267-4394.

- IMAGES—high resolution, 300 dpi minimum** 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 do not send as Google Docs/Drive, instead attach as jpgs.** **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 do not send as Google Docs/Drive, instead attach as Word doc/pdf/jpg.**
- 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 do not send as Google Docs/Drive, instead attach to an email as pdf/jpg or Word doc.**
- Application fee required with application:** \$15.00, non-refundable. Payable by check, VISA/MC/DISC/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:** Payable by check, VISA/MC/DISC/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 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 the shows for which you've applied.

DATES TO REMEMBER Applications postmarked March 10. Selection results sent to artists April 7. Accepted artist space fees deposited April 14. Requested postcard quantity mailed to artists July 28. Artist instruction letter sent August 11.

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: *pfa@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 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' Policies—Palo Alto Festival of the Arts Application 2025

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, hand-embellished mass-produced items, work not created and produced by the applicant(s), packaged specialty foods, books, CDs, body oils, body art, living plants, permanent jewelry. 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.

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!

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

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 April 13. From April 14 through July 13 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 July 14 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 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.