



# Gualala Arts

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## Call to Artists

### 2017 Gualala Arts Center Festival Season

The Gualala Arts Center is hosting three art festivals in 2017:

- 1) **10th Annual Fine Arts Fair - Saturday May 27th & Sunday May 28th**
- 2) **56th Annual Art in the Redwoods - Friday August 11th, Saturday August 12th & Sunday August 13th**
- 3) **Festival of the Trees - Friday November 24th & Saturday November 25th**

Attached you will find an application form together with information sheets for each event that describe important information about each event: Festival dates and times, booth set up schedule, festival information, application fees/booth fees. The application form provides us with your contact information and has a space for you to describe the images you are sending to Gualala Arts as part of your request to participate in one, two or all three events.

Please complete the fee schedule section for **each** event you would like to participate in. Applicants may apply for one, two or all three events. Each festival is juried independently; therefore, work that is selected for one show isn't automatically guaranteed acceptance into the others. **A COPY OF YOUR CALIFORNIA RESALE LICENSE IS MANDATORY.** Each artist is responsible for paying California Sales Tax. Insurance is suggested but not required. If you are a member of Gualala Arts your fees for the shows are discounted. Artists may join Gualala Arts - for more information visit our website at <http://gualalaarts.org/support-gualala-arts/join-gualala-arts/>

All art festivals are held at the Gualala Arts Center nestled in the majestic redwoods in the small Northern California coastal town of Gualala. Gualala is at the junction of Mendocino and Sonoma Counties. Gualala Arts is a non-profit organization whose mission statement is: ***Promoting public interest and participation in the arts since 1961.*** All proceeds from the art festivals benefit community art programs.

**All application packets must be postmarked no later than March 15th. We will notify your acceptance on April 1st.**

**Questions? Contact Sally Shine, Event Coordinator @ (707) 884-1138 x 14 or [sally@gualalaarts.org](mailto:sally@gualalaarts.org)**

#### **APPLICATION PROCEDURE:**

- 1) Complete and return the attached 2017 Gualala Arts application form.
- 2) Complete and return event information and fee schedule sheet for **EACH** event you would like to participate in.
- 3) Attach **one check**, made out to Gualala Arts for total amount of **Application Fees** (1 event - \$10/2 events - \$20/3 events \$30)
- 4) Attach **individual checks** for **EACH** requested booth space (1 event - 1 check/2 events - 2 checks/3 events - 3 checks—unless member submission for Festival of the Trees, as booth space is free for Gualala Arts' members for this event).

***PLEASE KEEP A COPY OF YOUR APPLICATION AND INDIVIDUAL EVENT SHEETS FOR YOUR RECORDS.***

On CD:

- 5) Include at least three JPG images of your artwork
- 6) Include one JPG image of your booth
- 7) Include your artist bio

Mail all requested information with your checks to the address below. Application will not be accepted if all of the requested information is not included. Please be sure to complete all forms in their entirety.

**Deadline to apply: Application packets must be postmarked no later than March 15th, 2017.**

**Submit your checks, event application, individual event fee schedules and CD to:**

**Gualala Arts Center Festival Application**  
46501 Old State Highway  
P.O.Box 244  
Gualala CA 95445

Atten: Sally Shine



# Gualala Arts

## Application for 2017 Art Festivals

Please indicate which events you are applying for:

Fine Arts Fair

Art in the Redwoods

Festival of the Trees

(Please print legibly)

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ EMail: \_\_\_\_\_

Website URL: \_\_\_\_\_

Resale Number: \_\_\_\_\_ (Attach a copy of resale certificate)

Contact the California Board of Equalization to obtain a resale number.

A CA resale number is **MANDATORY**. Artist is responsible for paying CA sales tax.

### IMAGES

Artist is to submit three JPG images of art-work and one JPG image of booth setup.

Digital images are preferred. Please submit digital images & your bio on a single CD, included with your completed application and event fee schedules. Minimum image specifications are listed below. Remember to include a self-addressed, stamped envelope with correct postage if you would like your images returned.

Images may be used in our advertising

### DIGITAL IMAGE SPECS

- File Type - TIF or high-quality JPEG in the RGB color space.
- Size - must be a minimum of 900 pixels on the long side.
- Please use meaningful file names that correspond with image titles listed on application.
- Please mark your name on CD.
- Please submit all JPG images and your bio on 1 CD.

**IMAGE SUBMISSION: Example: Artist name/Title/Description/Year**  
(Adams/Egret/Photograph/2017)

JPG Image #  
1: \_\_\_\_\_ \$ \_\_\_\_\_  
Title/description size price

JPG Image #  
2: \_\_\_\_\_ \$ \_\_\_\_\_  
Title/description size price

JPG Image #  
3: \_\_\_\_\_ \$ \_\_\_\_\_  
Title/description size price

JPG Booth image: \_\_\_\_\_

Would you be willing to demonstrate your artistic process: \_\_\_Yes \_\_\_No

### ARTIST BOOTHS:

Some booths may be located on uneven and / or dusty terrain. Cool, foggy weather and wind are possible, so be prepared to secure display in these conditions. Weights are recommended for securing your display since drilling into concrete or asphalt, WILL NOT be allowed.

Although specific booth requests will be considered, booths will be assigned solely at the discretion of the Festival Application Committee with an emphasis on the aesthetic makeup of the show and date of submission.

### ARTIST SELECTION:

Acceptance to the Gualala Arts Art Festivals will be determined based on the images submitted with the application. Applications will only be accepted if the work presented is deemed appropriate and of sufficient quality for these festivals. Therefore, submittal of high quality images is of the utmost importance.

### PLEASE READ AND SIGN:

I have read the above information and the information Gualala Arts provided with this packet outlining fees, and cancellation policy for each of the three Art Festivals in 2017. I agree to the conditions as specified. I also understand that refunds will not be made due to inclement weather. I release Gualala Arts of all liability for any damage, loss, or injury incurred before, during, or after festival hours. I affirm that all work displayed will be original and produced solely by myself, the applicant. I give my consent to Gualala Arts to release my name and to use images of my work for promotional purposes.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

### FOR OFFICE USE ONLY

Date rec'd \_\_\_\_\_

Application No. \_\_\_\_\_

### Application Fees:

#1) \$ \_\_\_\_\_

#2) \$ \_\_\_\_\_

#3) \$ \_\_\_\_\_

### Booth Fees:

#1) \$ \_\_\_\_\_

#2) \$ \_\_\_\_\_

#3) \$ \_\_\_\_\_



# Gualala Arts

## Call to Artists

### #1 - 10th Annual Fine Arts Fair

**Booth Set Up:** Friday May 26th - 3 pm to 7 pm & Saturday May 27th - 7 am to 10 am

**Cars must be removed 15 minutes before gates open**

**Show Hours:** Saturday May 27th & Sunday May 28th - 10 am to 5 pm

Description: This event is held around the Arts Center grounds. Booths may stay up overnight. Single space sizes are 10'x10'.

Components: High quality fine art and crafts, children's activities, great food, fine wines and craft beers.

Weather: During May, the weather is normally in the mid 60's or above. Early morning fog will sometimes occur which generally burns off by late morning.

This and That: This fair has limited space available as it has a 80% artist return rate.

Fees: Application fee - \$10 non-refundable, separate check. Booth fee members - \$75 and non Gualala Arts Members - \$95. A commission of 10% on all sales (excluding sales tax) will be paid to the Gualala Arts Center at the completion of the show.

#### Fine Arts Fair Configuration & Space Fee Schedule:

	<u>Non Member Fees</u>	<u>Gualala Arts Member Fees</u>
<u>Booth Configuration:</u>	<u>Booth Fee + Commission</u>	<u>Booth Fee + Commission</u>
<input type="checkbox"/> Single Space ( 10 X 10 )	\$95 + 10%	\$75 + 10%
<input type="checkbox"/> Application Fee	\$10	\$10
<b>TOTAL BOOTH FEE:</b>	<b>\$ _____</b>	<b>\$ _____</b>
<b>TOTAL APPLICATION FEE:</b>	<b>\$ _____</b>	<b>\$ _____</b>

**Please remember:**

- 1) Attach one check, made out to Gualala Arts for total amount of Application Fees (1 event - \$10/2 events - \$20/3 events \$30)
- 2) Attach individual checks for **EACH** requested booth space (1 event - 1 check/2 events - 2 checks/3 events - 3 checks—unless member submission for Festival of the Trees, as booth space is free for members for this event).

**Cancellations:**

**By signing below, I acknowledge that I understand that if I choose to cancel my reservation after April 30th, my booth fee will not be refunded.**

Name: \_\_\_\_\_ (Please print legibly)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# Gualala Arts

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## Call to Artists

### # 2 - 56th Annual Art In The Redwoods

**Booth Set Up:** Friday August 11th - 10 am to 4 pm & Saturday August 12th - 7 am to 10 am

**Cars must be removed 15 minutes before gates open**

**Show Hours:** Friday August 11th - 4 pm to 6 pm Art Festival Champagne Preview (Optional)

**Show Hours:** Saturday August 12th - 10 am to 5 pm

**Show Hours:** Sunday August 13th - 10 am to 4 pm

Description: A combination of judged art exhibits and an outdoor fine art festival. This event attracts over 3,000 art loving buyers over 3 days. Booth spaces are located in the parking lot adjacent to the Arts Center, which is not paved. Booth spaces are 10'x10'. Booths may stay up overnight. Premium booth spaces available for an additional fee of \$100 which are limited and located on the asphalt close to the Arts Center. Every artist may enter the Art in the Redwoods indoor judged exhibit. Separate application fees and deadlines apply. See our website ([www.gualalaarts.org](http://www.gualalaarts.org)) for more details.

Components: High quality fine arts and crafts, music, entertainment, children's activities, great food, fine wines and craft beer.

Weather: During August temperatures are normally high 60's to low 70's and usually sunny.

Fees: Application Fee: \$10 non-refundable, separate check. Booth Fee: Start at \$150 (see below). Gualala Arts Members receive a discount. A commission of 10% on all sales (excluding sales tax) will be paid to Gualala Arts at the completion of the show.

#### Art in the Redwoods Configuration & Space Fee Schedule:

Booth Configuration:	Non-Member Fees Booth Fee + Commission	Gualala Art Member Fees Booth Fee + Commission
<input type="checkbox"/> Single Booth ( 10 X 10 )	\$165 + 10%	\$150 + 10%
<input type="checkbox"/> 1-1/2 Booth ( 10 X15 )	\$240 + 10%	\$225 +10%
<input type="checkbox"/> Double Booth ( 10 X 20 )	\$290 + 10%	\$275 +10%
Application Fee	\$10	\$10
<b>TOTALBOOTH FEE:</b>	<b>\$ _____</b>	<b>\$ _____</b>
<b>TOTAL APPLICATION FEE</b>	<b>\$ _____</b>	<b>\$ _____</b>

Check here if you would like to apply for a Premium Booth space on the asphalt . If accepted fee is \$100.  
**If accepted you will be asked to send fee later.**

**Please remember:**

- 1) Attach one check, made out to Gualala Arts for total amount of Application Fees (1 event - \$10/2 events - \$20/3 events \$30
- 2) Attach individual checks for **EACH** requested booth space (1 event - 1 check/2 events - 2 checks/3 events - 3 checks—unless member submission for Festival of the Trees, as booth space is free for members for this event).

**Cancellations:**

**By signing below I acknowledge that I understand that if I choose to cancel my reservation after July 1st my booth fee will not be refunded.**

Name: \_\_\_\_\_ (Please print legibly)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# Gualala Arts

## Call to Artists

### # 3 Festival of the Trees

**Booth Set up:** Wednesday November 22nd - 1 pm to 4 pm & Friday November 24th - 8 am to 10 am  
**Cars must be removed 15 minutes before gates open**

**Show Hours:** Friday November 24th - 10 am to 5 pm & Saturday November 25th - 10 am to 4 pm

Description: This festival is held indoors in the Arts Center which is decorated for the holidays. Booth sizes are 11'x16', 10'x8' and 8'x 8'. Also, we have the Country Store where you may choose 1 or 2 tables. Space for this show is limited.

Components: High quality fine arts and crafts, entertainment, kid's activities, great food, fine wines and craft beers. Also, there is usually an appearance by Santa Claus, Mrs. Claus, Santa's sleigh and reindeer, the Grinch and snow! (All weather and personnel dependent.)

Weather: The weather should not be a problem because vendors are set up inside the Arts Center where it will be nice and cozy.

Fees: Member application fee: \$10, non-refundable. Members do not pay a booth fee for this event. Non-member application fee: \$10, non-refundable. Non-Members also pay a \$15 booth fee. A commission of 20% on all sales (excluding sales tax) will be paid to Gualala Arts at the completion of the festival. Again this year each artist booth will collect their own sales money and pay their commission at the end of the show - there will be no central cashier.

#### Festival of the Trees Configuration and Fee Schedule

**Please number 1st & 2nd choices for booth configuration preference:**

11 X 16 just 1 available     10 X 8     8 X 8

Due to the storage of tables there will be available only for the Country Store and Interest Groups.  
Each booth will have 1 or 2 chairs as needed.

<b>Non-Member Fees:</b>	<b>Member Fees:</b>
<b>Booth + Commission</b>	<b>Booth + Commission</b>
<b>\$15 (+20%)</b>	<b>0 (+ 20%)</b>
<b>Application Fee: \$10</b>	<b>\$10</b>
<b>TOTAL BOOTH FEE: \$15</b>	<b>\$0</b>
<b>TOTAL APPLICATION FEE: \$10</b>	<b>\$10</b>

**Country Store & Interest Group Vendors: Please Designate Number of Tables Limited Spaces available:**

One     Two     More than Two # \_\_\_\_\_ (not guaranteed)

**Please remember:**

- 1) Attach one check, made out to Gualala Arts for total amount of Application Fees (1 event - \$10/2 events - \$20/3 events \$30)
- 2) Attach individual checks for **EACH** requested booth space (1 event - 1 check/2 events - 2 checks/3 events - 3 checks—unless member submission for Festival of the Trees, as booth space is free for members for this event).

**Please let us know as soon as possible if you should have to cancel so we can allow another artist entry into the festival.**

Name: \_\_\_\_\_ (Please print legibly)  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_