



Gualala Arts

Call to Artists

2019 Gualala Arts Center Festival Season

The Gualala Arts Center is hosting three art festivals in 2019:

- 1) **12th Annual Fine Arts Fair - Saturday May 25th & Sunday May 26th**
- 2) **58th Annual Art in the Redwoods - Friday August 16th, Saturday August 17th & Sunday August 18th**
- 3) **Festival of Trees - Friday November 29th & Saturday November 30th**

Attached you will find an application form together with information sheets for each event that describe important information about that event: festival dates and times, booth set up schedule, festival information, application fees/booth fees, etc. 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. Each artist is responsible for paying California Sales Tax (**PROVIDING GUALALA ARTS WITH YOUR VALID CALIFORNIA SELLER'S PERMIT NUMBER IS MANDATORY**). 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 April 15th. You will be notified of your status by May 1st.

Questions? Contact Scott Chieffo, Festival Coordinator @ (707) 884-1138 x13 or scott@gualalaarts.org

APPLICATION PROCEDURE:

- 1) Complete and return the attached "Application for 2019 Art Festivals" sheet.
- 2) Complete and return the 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** event that you applied for (1 event: 1 check; 2 events: 2 checks; 3 events: 3 checks; please note that for Festival of Trees, there is no booth fee for Gualala Arts members).

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

Images (see required images specifications on next page – *images may be submitted by email*)

- 5) Submit at least three images of your artwork
- 6) Submit one image of your booth
- 7) Include your artist bio, if desired (may be used for publicity purposes - *not required*)

Mail all requested information with your checks to the address below (*images may be submitted by email*). 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 April 15th, 2019.

Submit your event application, individual applications, event fees and images to:

Gualala Arts Center Festival Application

PO Box 244
Gualala, CA 95445

Attention: Scott Chieffo



Gualala Arts

Application for 2019 Art Festivals

Please indicate which events you are applying for:

- Fine Arts Fair Art in the Redwoods Festival of Trees

(Please print legibly)

Name: _____

Business Name (if different): _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Email Address: _____

Website URL: _____

CA Seller's Permit Number: _____

Contact the California Department of Tax and Fee Administration to obtain a Seller's Permit. A CA Seller's Permit is **MANDATORY**. Artist is responsible for paying CA sales tax.

IMAGES

Artist is to submit three images of artwork and one image of booth setup.

Digital images sent via email are preferred, although saving the images to a thumb drive or CD sent along with the completed application packet is acceptable. Minimum image specifications are listed below. If submitting images by email, send to Scott Chieffo at: Scott@GualalaArts.org

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 the application.
- If submitting images by thumb drive or CD, please mark with your name.

IMAGE SUBMISSION: Example: Artist name/Title/Description/Year
(example: Adams/Egret/Photograph/2018)

Please fill out image submittal information below, even if submitting images by email (email image files to Scott@GualalaArts.org)

Image #1: _____
Title/description _____ size _____ price _____

Image #2: _____
Title/description _____ size _____ price _____

Image #3: _____
Title/description _____ size _____ price _____

Booth image: _____

ARTIST BOOTHS:

For outdoor festivals, 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.

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 policies for each of the three Art Festivals in 2019. 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.

Signature: _____ 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 - 12th Annual Fine Arts Fair

Booth Setup: Friday May 24th - 1pm to 5pm & Saturday May 25th - 7am to 10am
Cars must be removed 30 minutes before gates open
Show Hours: Saturday May 25th & Sunday May 26th - 10am to 5pm

Description: Event is held outside, on the Arts Center grounds. Booths may stay up overnight. Most spaces are 10'x10'.

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

Weather: During May, the weather is typically in the mid 60's or above. There is a potential for coastal fog, particularly in the overnight and morning hours.

This and That: This fair has limited space available as it has a 75% artist return rate.

Fees: Application fee: \$10 non-refundable, separate check. Booth fee: Gualala Arts members: \$75; non-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%
Application Fee	\$10	\$10
TOTAL BOOTH FEE PAID:	\$ _____	\$ _____
TOTAL APPLICATION FEE PAID:	\$ _____	\$ _____

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; please note that for Festival of Trees, there is no booth fee for Gualala Arts members).

Cancellations:

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

Name: _____ (please print legibly)

Signature: _____ Date: _____



Gualala Arts

Call to Artists

#2 - 58th Annual Art in the Redwoods

Booth Setup: Friday August 16th - 10am to 4pm & Saturday August 17th - 7am to 10am

Cars must be removed 30 minutes before gates open

Show Hours: Friday August 16th - 4pm to 6pm (*Optional - Art Exhibit Champagne Preview*)

Saturday August 17th - 10am to 5pm

Sunday August 18th - 10am to 4pm

Description: A combination of judged art exhibits and an outdoor fine art festival. This event attracts over 3,000 art loving buyers over three 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) 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 in the 60's to low 70's and usually sunny. There is a potential for coastal fog and drizzle, particularly in the overnight and morning hours.

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 X 15)	\$240 + 10%	\$225 + 10%
<input type="checkbox"/> Double Booth (10 X 20)	\$290 + 10%	\$275 + 10%
Application Fee	\$10	\$10
TOTAL BOOTH FEE PAID:	\$ _____	\$ _____
TOTAL APPLICATION FEE PAID:	\$ _____	\$ _____

Check here if you would like to apply for a Premium Booth space on the asphalt. If accepted, via a separate jurying process, the additional fee is \$100. **If accepted you will be asked to send fee at that time.**

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; please note that for Festival of Trees, there is no booth fee for Gualala Arts members).

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 Trees

Booth Setup: Wednesday November 27th – 11am to 4pm & Friday November 29th - 8am to 10am
Cars must be removed 30 minutes before gates open

Show Hours: Friday November 29th - 10am to 5pm & Saturday November 30th - 10am to 4pm

Description: This festival is held indoors in the Arts Center which is decorated for the holidays. Booth sizes are 8'x8', 10'x8' and 11'x6'. Space for this show is very limited compared to our other festivals.

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 climate-controlled Arts Center.

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. Artist is responsible for collecting their own sales money and paying their commission at the end of the show - *there is no central cashier.*

Festival of Trees Configuration and Fee Schedule

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

10' x 8' 8' x 8' 11' x 6' (only one available)

Due to the shortage of in-house tables, ALL ARTISTS MUST PROVIDE THEIR OWN TABLES - NO EXCEPTIONS

Each booth will be provided with either one or two chairs, as needed.

	Non-Member Fees: Booth + Commission	Member Fees: Booth + Commission
Booth Fee:	\$15 + 20%	\$0 + 20%
Application Fee:	\$10	\$10
TOTAL BOOTH FEE PAID:	\$ _____	\$ _____
TOTAL APPLICATION FEE PAID:	\$ _____	\$ _____

Gualala Arts Interest Group Vendors ONLY: Please Designate Number of Tables Requested:

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; please note that for Festival of Trees, there is no booth fee for Gualala Arts members).

Cancellations:

By signing below, I acknowledge that I understand that if I choose to cancel my reservation after October 15, my booth fee will not be refunded.

Name: _____ (please print legibly)

Signature: _____ Date: _____