



Gualala Arts

Call to Artists

Wheels, Wine & Wares

In 2024, Gualala Arts is thrilled to announce that we have decided to merge the Fine Arts Fair, formerly held on Memorial Day weekend, with the ever-popular Gualala Arts Auto show. This one-day event will be held on Saturday, July 20, 2024. Arts and crafts booths will be both inside in the Coleman Auditorium and outside under the redwoods, among the classic cars.

Attached is an application form for the arts & crafts booths portion of this inaugural Wheels, Wine & Wares event. Note that you can also apply online this year (see below for link). Also, you will find important information about the event, including date and time, booth set up schedule, general information, application fees/booth fees, etc.

Description: A combination of an arts & crafts festival and auto show. Live music, local wineries, craft beer and lovingly homemade food will round out the offerings to make this a party not to be missed!

Indoor Spaces: There are a limited number of indoor booth spaces available in the Coleman Auditorium. Indoor booths will be a mixture of rectangular spaces, most of which are 6'-8' wide, and 8'-10' long. No canopies are allowed indoors.

Outdoor Spaces: Spaces will be spread throughout the grounds of the Arts Center. Most spaces are 10'x10'.

Fees: Application Fee: \$10 non-refundable, separate payment. 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.

Please note that the amount of spaces are somewhat limited for this event. Booth fee will be refunded for any artist that is not accepted in the show.

Booth Setup: Friday July 19th - 10am to 4pm & Saturday July 20th - 7am to 10am

Cars must be removed 30 minutes before gates open

Show Hours: Saturday, July 20th - 10am to 4pm

Each artist is responsible for processing their own sales and paying California Sales Tax (**PROVIDING GUALALA ARTS WITH YOUR VALID CALIFORNIA SELLER'S PERMIT NUMBER IS MANDATORY**). Additionally, each artist must provide their own booth and display equipment. 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 application packets must be postmarked no later than June 3rd. You will be notified of your status by June 15th.

Questions? Contact Scott Chieffo, Festival Coordinator @ (707) 884-1138 x1013 or scott@gualalaarts.org

APPLICATION PROCEDURE:

- 1) **NEW THIS YEAR, you can apply, submit images and pay online! See the following:** <https://gualalaarts.org/wheels-wine-wares-vendor-application/>
- 2) Complete and return the attached application sheet, including your preferred type of booth space.
- 3) Attach **one check**, made out to Gualala Arts, for the \$10 **Application Fee**.
- 4) Attach **a separate check** for your initial booth fee (\$75/member or \$95 non-member).
- 5) **IMPORTANT:** Please submit **three images of your work and one image of your booth setup**. Images should be TIFs or high-quality JPEGs, with a minimum image size of 1000 pixels on the long side. It is preferred that you email your images to Scott Chieffo (scott@gualalaarts.org).

PLEASE KEEP A COPY OF THE FESTIVAL APPLICATION SHEET FOR YOUR RECORDS.

Mail all requested information, with your checks, to the address below (*any images should be submitted by email*). Application will not be accepted if all of the requested information is not included. Please be sure to complete the form in its entirety.

Deadline to Apply: Application packets must be postmarked no later than June 3, 2024.

Submit your application form and event fees to:

Gualala Arts Center Festival Application
PO Box 244
Gualala, CA 95445
Attention: Scott Chieffo

Gualala Arts

Application for Booth Space - Wheels, Wine & Wares

(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.

Wheels, Wine & Wares Configuration & Space Fee Schedule:

Please indicate your preference for an indoor booth space or an outdoor booth space below (there is no price difference). Note that every effort will be made to provide you with your first choice; however, it is not guaranteed. Immediately upon acceptance into the show, you will be told whether you will be indoors or outdoors, and given the opportunity to cancel your participation at that time, without being liable for the booth fee.

Indoor (most spaces are 6'-8' wide, and 8'-10' long)

Outdoor (most spaces are 10'x10')

Booth Configuration:	Non-Member Fees Booth Fee + Commission	Gualala Art Member Fees Booth Fee + Commission
<input type="checkbox"/> Single Booth	\$75 + 10%	\$95 + 10%
<input type="checkbox"/> Application Fee	\$10	\$10

Please remember: Attach one check for \$10 for the Application Fee and a separate check for the appropriate Booth Fee. All checks should be made out to Gualala Arts. Additionally, please remember to email your images to Scott Chieffo (scott@gualalaarts.org) before the application deadline.

Cancellations:

By signing below I acknowledge that I understand that if I choose to cancel my reservation after June 21st my booth fee will not be refunded.

PLEASE READ AND SIGN:

I have read the above information and the information Gualala Arts provided with this application outlining fees and cancellation policies. 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.

Name: _____ (please print legibly)

Signature: _____ Date: _____

FOR OFFICE USE ONLY

Date rec'd _____

Application No. _____

Application Fee: _____

Booth Fee: _____