



Gualala Arts

Call to Artists

2024 Festival of Trees

Attached is an application form for being an art vendor at the 2024 Festival of Trees holiday event, to be held on Friday and Saturday, November 29th and 30th (Thanksgiving Weekend). Note that you can also apply online this year (see below for link). The link also includes important information about the event, including date and time, set up schedule, general information, application fees/booth fees, etc.

The event takes place at the Gualala Arts Center, nestled in the majestic redwoods in the small Northern California coastal town of Gualala, CA, located 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 this art festival benefits community art programs.

Description: This festival is held indoors at the Arts Center which is decorated for the holidays. Booths are a mixture of rectangular spaces, most of which are 6'-8' wide, and 8'-10' long. All artists must provide their own display equipment, including tables, walls, signage, etc.

Components: This two-day, holiday-themed event includes a retail shopping experience of locally made fine arts & crafts, as well as many other holiday activities. The Gualala Arts Center will be fully decorated for the holidays.

Booth Space Notes: *Artists are required to be stationed at their booth for the entire duration of the event.* Although specific booth requests will be considered, booths will be assigned solely at the discretion of the Festival Committee with an emphasis on the aesthetic makeup of the show.

All booths must be completely broken down on Saturday afternoon, at the conclusion of the event.

Weather: The weather won't be an issue because vendors are set up inside the climate-controlled Arts Center.

Fees: Application Fee: \$10 non-refundable, separate payment. Booth fee: Gualala Arts members: \$100; non-members: \$125. A commission of 10% on all sales (excluding sales tax) will be paid to the Gualala Arts Center at the completion of the show.

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 & Saturday November 30th - 10am to 4pm
(Building is closed on Thanksgiving Day)

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 show will be discounted. Artists may join Gualala Arts - for more information visit our website at <http://gualalaarts.org/support-gualala-arts/join-gualala-arts/>

ARTIST SELECTION:

Please Note that space for this show is very limited compared to our other festivals, so a completed application does not guarantee acceptance. If you are not accepted into the show, your booth fee will be refunded.

Acceptance to this festival 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. Therefore, submittal of high-quality images is of the utmost importance. See below for image submittal requirements.



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APPLICATION PROCEDURE:

NEW THIS YEAR, you can apply, submit images and pay online! See the following:
<https://gualalaarts.org/2024-festival-of-trees-vendor-application/>

Please note that there is no need to fill out the attached application form if applying online.

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. Images can be directly uploaded as part of the online application process. If applying by mail, please email your images to Scott Chieffo (scott@gualalaarts.org).

If Applying by Mail:

- 1) Complete and return the attached application form.
- 2) Attach **one check**, made out to Gualala Arts, for the \$10 **Application Fee**.
- 3) Attach **a separate check** for your booth fee. Note that your booth fee check will only be cashed once you have been accepted into the festival.
- 4) Remember to email your images to Scott Chieffo (scott@gualalaarts.org).

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

If applying by mail, send 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: *All application packets must be postmarked no later than October 22nd. You will be notified of your status no later than October 30th.*

Submit your application form and event fees to:

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

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

Gualala Arts

Application for Booth Space – 2024 Festival of Trees

(Please print legibly)

First Name: _____ Last Name: _____

Business Name (if different): _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email Address: _____

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.

I am currently a Gualala Arts member: Yes _____ No _____

Festival of Trees Fee Schedule

	Gualala Arts Member: Booth + Commission	Non-Member: Booth + Commission
Booth Fee	\$100 + 10%	\$125 + 10%
Application Fee	\$10	\$10
TOTAL FEES PAID:	\$ _____	\$ _____

Please Note:

- 1) Make all checks payable to Gualala Arts. Remember to include separate checks for the application fee and booth fee.
- 2) Due to the shortage of in-house tables, all vendors, with the possible exception of Gualala Arts Interest Groups, must provide their own tables.
- 3) Each booth will be provided with one or two chairs, as needed.

PLEASE READ AND SIGN:

I have read the above information contained in this application packet and I agree to the conditions as specified. I release Gualala Arts of all liability for any damage, loss, or injury incurred before, during, or after event hours. I understand that Gualala Arts will retain 10% commission on all sales made during the course of the event.

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.

By signing below, I acknowledge that I understand that if I choose to cancel my participation in this event, my booth fee will not be refunded.

Name: _____ (please print legibly)

Signature: _____ Date: _____

FOR OFFICE USE ONLY

Date rec'd _____

Application No. _____

Application Fee: _____

Booth Fee: _____