

# SAN RAMON ART & WIND FESTIVAL

May 27 & 28, 2012 (Sunday & Monday)

The San Ramon Art & Wind Festival celebrates it's 26th year and is held in beautiful San Ramon Central Park. The festival features 175 arts, crafts and specialty pre-packaged food booths, entertainment on 3 stages, kite-flying demos, kite making workshops, kids' activities, non-profit food and beverage booths.

**APPLICATION DEADLINE:** March 1<sup>st</sup>, 2012. **We will continue to accept applications received after this date** for space or waiting list consideration.

**LOCATION:** San Ramon Central Park at Alcosta Boulevard and Bollinger Canyon Road. San Ramon lies off Interstate 680 between the cities of Danville and Dublin.

**ELIGIBILITY:** This arts and crafts festival is open to all original, handmade art and crafts. No mass-produced items, imports or kits will be considered. Each medium will be limited to insure a well-balanced and attractive show. **Specialty pre-packaged foods are included. San Ramon local artists who apply by the application deadline will have priority acceptance into the festival dependent on quality of products for sale.**

**FEES:** **San Ramon residents: \$145.00** per space and 10 % commission collected on total sales at the close of the show. **Non-residents: \$185.00** per space and 10% commission collected on total sales at the close of the show. **Specialty pre-packaged food vendors are responsible for the health permit fee (\$107.00 in 2011 and may increase this year) and paperwork to be collected at a later date.**

**BOOTHS:** 10'x10' spaces on grass and pavement. Unloading/loading will be on the street and artist must cart/carry their items to the space. Limited security provided. No electricity. 175 booths.

**ACCEPTANCE:** Your notification will be postmarked the week of April 2, 2012. If you are accepted or placed on the waiting list, your pictures will be held until after the show. If you are not accepted, we will return your pictures immediately. **We will continue to accept applications received after the deadline** for space or waiting list consideration. If you submit your application after the show deadline, we will try to notify you of your status by the fourth week after receiving your application.

**CANCELLATION POLICY:** If you notify us of your cancellation by April 29, we will send you a PFA credit for the entry fee amount minus a \$50.00 handling fee per space. The PFA credit may be used towards any future PFA Festival entry fee. If the cancellation comes after April 29, 2012, your show fee is forfeited.

**QUESTIONS:** Contact by phone 209/267-4394, fax 209/267-4395 or email [pfa@pacificfinearts.com](mailto:pfa@pacificfinearts.com).

Artist/Craftsperson Name \_\_\_\_\_ Medium \_\_\_\_\_  
 Business Name \_\_\_\_\_ CA Resale # \_\_\_\_\_  
 Address \_\_\_\_\_ City/State \_\_\_\_\_ Zip \_\_\_\_\_  
 E-mail \_\_\_\_\_ Telephone \_\_\_\_\_ Cell Phone \_\_\_\_\_  
 Fax \_\_\_\_\_ Website \_\_\_\_\_ Vehicle Lic. # \_\_\_\_\_ State \_\_\_\_\_

**Describe your art** - Describe ALL WORK you intend to bring. Be specific. For example: "Original paintings, prints and note cards." Or "Leather purses, wallets, backpacks cut from my own designed pattern and sewn by me." List all items you plan to bring and describe how you make them, including the medium, technique, and subject matter. Use another sheet of paper if there is not enough room here. **ITEMS NOT INCLUDED IN BOOTH DESCRIPTION AND IMAGES MUST NOT BE BROUGHT TO THE FESTIVAL.**

\_\_\_\_\_  
 \_\_\_\_\_

**Describe your display.** \_\_\_\_\_  
 \_\_\_\_\_

**Most recent year participated** \_\_\_\_\_

**Price range of work: \$** \_\_\_\_\_ **Amount expected to gross at show: \$** \_\_\_\_\_

**Number of spaces requested:** \_\_\_\_\_ **Number of free postcards for customer mailings:** \_\_\_\_\_

**You'll be allowed 1 hour & 10 minutes from the time you choose to unload and depart the site: Requested entry time:**  5:00AM  6:20AM  7:40AM

**Method of payment:**  Check  MC/Visa \_\_\_\_\_ **Amount to be charged: \$** \_\_\_\_\_

**Credit card number:** \_\_\_\_\_ **Expiration date (as of April 2012):** \_\_\_\_\_

**CVV# (The number found on the back of the card in the signature strip; it is the last three digits printed.):** \_\_\_\_\_

**Name as it appears on card:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**CHECK LIST: (Your application will not be considered unless it contains everything on this check list.)**

- 1. Six (6) CURRENT, within the last two (2) years, photographs. Include four (4) images of various artwork pieces, one (1) of the stocked display booth and one (1) of you working in your studio with supplies and tools **and work in various degrees of progress.** These images should be representative of all art and/ or craft pieces to be displayed for sale. Your name and address should be printed on back of each photograph. **When submitting your images, remember that this presentation is how the selection committee chooses the event participants.**
- 2. IN ADDITION to the aforementioned photos: **If you would like to submit images of your work** for consideration for use in our publicity and advertising for this or any other PFA festival, please burn images on a CD at 300 dpi or greater. Images must be in .jpg, .psd, .tif, .eps or .bmp files. When sending your disk please write your name and business name on the disk. Additionally, give options by sending both horizontal AND vertical images. The CD cannot be returned.
- 3. **Artist statement/biography** AND another page including a short description representing all work you intend to bring—what is your medium, what is your subject matter, what you use to create your art or craft.
- 4. A self-addressed envelope large enough and with adequate postage to return your pictures. **Your images will be returned within four (4) weeks after the last event to which you applied takes place.** If this is not submitted in a large enough size or with enough postage, your images CANNOT be returned.
- 5. A business-size, self-addressed, stamped envelope. **Postage increases to .45 cents in January.** Please be sure your SASE has a .45 cent stamp on it.
- 6. Include a self-addressed, stamped postcard **with the January increase in postage to .32 cents** if you would like us to acknowledge receipt of your application packet. On the postcard in the memo section note the shows for which you've applied. We will return the postcard once we open your application packet.
- 7. **Entry fee check/money order made out to Pacific Fine Arts OR Visa/Mastercard payment information listed above.** A second, separate check is required for each extra space request. **For your planning, artists accepted into the event should expect your space fee to be deposited on the date of the application deadline.**
- 8. **Read and sign the back of this page. Please note our cancellation policy listed on the back of this page.**
- 9. **Copy to keep for your files. Send completed application form and check list items** to Pacific Fine Arts Festivals—P.O. Box 280, Pine Grove, CA 95665-0280. We will accept applications after the deadlines for space or waiting list consideration.

# Pacific Fine Arts Festivals' Policies Information

Application and participation constitutes agreement and acceptance of these policies as well as specific instructions governing each show.

**BEHAVIOR:** Arrive on time, promptly remove vehicle to the designated parking areas as stated in your Artist Letter; stay daily for the duration, never return vehicles for loading before the stated time and complete all show days scheduled. Intoxication is intolerable, no liquor or drugs should be in evidence at any time. Absolutely no pets, loud radios, infants or small children, alcohol, drugs or smoking allowed in booth during show hours. **The Art Show is a place for business.**

**APPEARANCE:** Clothing should be neat, clean and discreet. Look successful. Your display area should be free of storage boxes, sloppy tablecloths or clutter. You are a professional-look and act like it at all times.

**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 to work with. No amount of talent or ability to sell will compensate for this.

**PROMOTER COMMISSIONS:** A 10% commission is paid on all work sold as a direct result of this opportunity for public exposure **including sales and commissions finalized subsequent to the show.** Plan your prices to include a consideration for the promoter's commission. You will recognize this as basically an honor system. Respect and trust are mutual and should not be abused.

**WEATHER:** Be at the Festival no matter what the weatherman predicts. In case of rain, follow directions given by promoter on the spot. We expect to be working with professionals. Come to the event prepared with heavy, see-through plastic and clamps to cover your work in case of rain, and heavy weights in case of wind.

**SPACE CANCELLATION:** See separate California Strawberry Festival, Mountain View A la Carte & Art, Los Altos Arts & Wine Festival, Connoisseurs' Marketplace and San Carlos Art and Wine Faire applications for cancellation policies specific to those events. For all other Pacific Fine Arts events: If you notify us of your

cancellation up to exactly four weeks prior to the start date of the show we will send you a PFA Credit for that event minus a \$50.00 handling fee per space. The PFA Credit may be used towards any future Pacific Fine Arts Festival entry fee. **If the cancellation comes after that date, your show fee is forfeited. For "No Show" negligence, your show fee is forfeited and you may be removed from our mailing list.**

**DISPLAY AND PRODUCTS FOR SALE:** Pacific Fine Arts and/or designated agents reserve the right to restrict products offered for sale based on quality and integrity as decided by Pacific Fine Arts.

**CANCELLATION OF FESTIVAL:** If weather, major disaster, or other circumstances beyond the control of the Sponsor of the Event (as referred to below as "Client") or Pacific Fine Arts cause the cancellation of the Festival, participation fees will not be returned. The Sponsor of the Event and Pacific Fine Arts can not be held liable by exhibitors for the failure of the event to take place.

## Release & Hold Harmless Agreement

This agreement is entered into by and between Pacific Fine Arts Festivals (Producer), the Sponsor of the Event (Client) and the Artist or Craftsperson filling out, signing, and returning the application (Artist).

The Artist hereby indemnifies and holds the Producer, its agents, employees and servants and the Client, its agents, employees and servants harmless from any and all claims, including costs and attorney's fees resulting therefrom, arising out of said Artist's participation in any and all events which have been organized by or through Producer or Client. For the purposes of this agreement, the term "participation" shall include,

but not be limited to, the delivery 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 and servants or the Client or its agents, employees and servants.

The Artist hereby expressly assumes any risk of harm to the Artist, works of art, guests or guests' property arising out of their participation and the participation of other artists or agents in any given festival organized by Producer or Client, including any risk resulting from

the particular location of the space designated for them by the Producer. The Artist agrees to hold harmless the Client from any and all liability for damages to persons or property from any source. If weather, other acts of Nature, or other reasons beyond the control of Pacific Fine Arts Festivals causes the event's cancellation, Artist entry fees will not be returned and Pacific Fine Arts Festivals will not 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 each and every festival that the Artist participates in that is organized by Producer during the current year.

- THE WORK DESCRIBED IN THIS APPLICATION IS HANDMADE BY ME.
- I AGREE TO ABIDE BY THE POLICIES SET FORTH BY PACIFIC FINE ARTS AND THE RULES GOVERNING EACH EVENT.
- I AGREE TO ALLOW THE IMAGES ENCLOSED WITH MY APPLICATION TO BE USED FOR PACIFIC FINE ARTS FESTIVALS' PUBLICITY AND ADVERTISING.

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

**PRINT TWO (2) COPIES OF THIS PAGE—SEND ONE COMPLETED COPY TO PACIFIC FINE ARTS AND KEEP ONE COPY FOR YOUR FILES.**