

— PACIFIC FINE ARTS FESTIVALS APPLICATION FORM / 2017 —

SPECIALTY PRE-PACKAGED FOODS

This application is open to crafters of specialty foods who create their own works in the U.S. No applications from distributorships will be accepted. There are different deadlines and space fees for these Festivals—please see each description for pertinent information. An outside committee selects the participants and waiting lists for these individual events, except San Ramon Art and Wind Festival. If you choose to apply to more than one event, you may submit the application all at once prior to the first deadline or download additional copies from our website, pacificfinearts.com, to submit separately for each individual show prior to its specific deadline.

We will accept applications after the deadlines for space or waiting list consideration.



Mountain View A la Carte & Art
Application Deadline: February 1
Castro Street/Downtown Mountain View
 Event Date: May 6 & 7

Mountain View is situated 40 miles south of San Francisco and 10 miles north of San Jose. The 21st annual event hosts fine arts and crafts booths, specialty pre-packaged food booths, live entertainment, kids' area, food, wine and beer. Limited overnight security. No electricity. 240 spaces. 10% commission.



California Strawberry Festival
Application Deadline: February 1
Oxnard, Strawberry Meadows of College Park
 Event Date: May 20 & 21
 Set up MANDATORY Friday, May 19

This 34th annual event attracts over 65,000 visitors from all over Southern California. Event patrons find arts and crafts booths, specialty pre-packaged food booths, live entertainment, children's amusements, food, wine and beer creating this berry delicious celebration. The Festival spans Rose Avenue and the adjacent 15 acres of Strawberry Meadows at College Park. Artist and crafter/specialty food booths on asphalt along Rose Avenue. Overnight security. No electricity. 200 spaces. No commission.

MANDATORY SPECIALTY FOOD VENDOR MEETING FRIDAY, MAY 19 AROUND 4PM. APPROX. 45 MIN.



San Ramon Art & Wind Festival
Application Deadline: February 1
San Ramon Central Park, San Ramon
 Event Date: May 28 & 29 (Sunday & Monday)

Sponsored by the City of San Ramon/Parks & Community Services, this 31st annual community event includes arts, crafts and specialty pre-packaged food booths, entertainment on three stages, kite flying demos, kite making workshops and kids' activities. Spaces are 10 x 10 on grass and asphalt. Overnight security. No electricity. 150 spaces. 10% commission.



Menlo Summerfest
Application Deadline: March 1
Santa Cruz Avenue at El Camino Real
Downtown Menlo Park
 Event Date: July 15 & 16

Menlo Park is a charming city at the eastern edge of San Mateo County. It sits nestled in the San Francisco Bay Area bordered by the Bay and the towns of Stanford and Atherton. Menlo Summerfest is this lovely downtown's 31st community celebration hosting fine art and crafts, pre-packaged specialty food, live music on stage and street, food, drink, and a kids' fun zone. Overnight security. No electricity. 200 spaces. 10% commission.



San Carlos Art & Wine Faire
Application Deadline: June 1
San Carlos Avenue and Laurel Streets/Downtown San Carlos
 Event Date: October 7 & 8

Sponsored by the Chamber of Commerce, this Faire attracts huge crowds who come to take in the sights, sounds and tastes of this 27th annual event featuring fine arts and crafts, Specialty pre-packaged food, wine and beer, food, live entertainment and a family fun zone. Overnight security. No electricity. 290 artist spaces. 10% commission.

NO OILS OR VINEGARS MAY BE ACCEPTED

CHECK LIST:

Your application cannot be considered unless it contains everything on this check list. Return all items by mail to Pacific Fine Arts Festivals, PO Box 280, Pine Grove, CA 95665 or email all items to pfa@pacificfinearts.com.

- 1. **SEND ONE (1) SET** of six (6) good quality photographs, or more if necessary to cover the breadth of your work. No CDs for this requirement, please. Images should be CURRENT—within the last two (2) years. Include four (4) images, or more as needed, of your various products, one (1) image of entire stocked display and one (1) of you working in your kitchen with supplies and tools and **work in various degrees of completion**. These images should be representative of all products to be displayed for sale. Your name or business name should be included on each image. **When submitting your images, remember that this presentation is how the selection committee chooses the event's participants.**
- 2. **California Strawberry Festival applicants:** Include product/s manufacturer's labels.
- 3. **San Ramon Art & Wine Festival applicants:** Include proof of car insurance.
- 4. **Include a separate page with your Business Statement/Biography.** Be sure that your name/business name is included on this page.
- 5. **Include a separate page with a description representing all products you intend to bring including the following information**—what is your product line, how is it created, what are your general ingredients. Be sure that your name/business name is included on this page.
- 6. **IF SAMPLING PRODUCTS:** 1) Include a separate page with a full description of containers/materials used for sampling, 2) a full description of sampling process and 3) a close up image of your sampling containers as they are on your display.
- 7. Include a copy of the current health permit for your commissary —proof the food has come from or been stored in an approved/permitted food facility.
- 8. Space fee checks/money orders made out to PFAF or Pacific Fine Arts Festivals required for each event. A second, separate check is required for each extra space request per event. Note: \$15.00 fee for NSF checks. We also accept Mastercard/Visa for space and application fees.
- 9. \$15.00 non-refundable application fee per event to which you've applied **EXCLUDING SAN RAMON**. Paid by separate check to PFAF or Pacific Fine Arts Festivals. This may also be paid by MC/Visa.
- 10. A self-addressed envelope large enough and with adequate postage to return your pictures if you mailed them to us by USPS. **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.
- 11. Include a self-addressed, stamped postcard 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.
- 12. **Read and sign the hold harmless. Please note our cancellation policy on pages 3 and 4.**
- 13. **Copy to keep for your files the "Dates to Remember/Policies" page.** Your application cannot be considered unless it contains everything on this check list. **Return all items by mail to Pacific Fine Arts Festivals, PO Box 280, Pine Grove, CA 95665 or email all items to pfa@pacificfinearts.com. We will accept applications after the deadlines for space or waiting list consideration. Questions: Contact pfa@pacificfinearts.com or 209/267-4394.**

PACIFIC FINE ARTS FESTIVALS APPLICATION FORM / 2017

SPECIALTY PRE-PACKAGED FOODS

Vendor Name _____ Medium _____
Business Name _____ CA Seller Permit # _____
Address _____ City/State _____ Zip _____
Telephone _____ Cell phone _____
Email _____ Website _____
Veh. Lic. Plate # & State _____ Driver's License # & State Issued _____
Facebook business page (i.e. Pacific Fine Arts Festivals) _____

Send as much correspondence as possible by email: Yes No

Describe your booth set up and how your product is displayed.

Is this business a distributorship or is the product produced by you? _____

Price range of products \$ _____ Amount expected from show \$ _____

MOUNTAIN VIEW A LA CARTE & ART: Type of space requested - number in order of preference 1- 4

(Note: If your booth can fit into any of these configurations, please consider marking both as an option. There are only so many of each space size.)

_____ 5' x 10' / \$155.00 _____ 5' x 20' / \$195.00 _____ 10' x 10' / \$195.00 _____ 10' x 20' / \$390.00 (Space fee plus 10% commission)

****Health permit fee (\$99.00 in 2016 and may increase) and paperwork to be collected at a later date.**

- \$15.00 application fee pay by check # _____ pay by MC/VISA
- Space fee pay by check # _____ pay by MC/VISA **Amount to be charged \$** _____
- Previous Exhibitor Yes No • Most recent year participated _____ • Number of free postcards for customer mailings _____
- You'll be allowed approx. 45 min. from the time you choose to unload and depart the site: 5:30 AM 6:25 AM 7:20 AM
- I will drive an oversized vehicle onsite to unload. **NOTE: OVERSIZED MUST ARRIVE/DEPART BEFORE FIRST TIME SLOT.**

CA STRAWBERRY FESTIVAL: 10' x 12' / \$375.00 10' x 24' / \$750.00 (No commission) Spaces remain on closed Rose Avenue.

****Health permit fee (Open Sampling \$116.00/No Sampling \$62.00 in 2016 and may increase) and paperwork to be collected at a later date.**

- \$15.00 application fee pay by check # _____ pay by MC/VISA
- I require electricity: 20 amps \$200.00 • 40 amps \$225.00 • 220 VAC amps \$300.00
- Space fee pay by check # _____ pay by MC/VISA **Amount to be charged (include electricity if applicable) \$** _____
- Previous Exhibitor Yes No • Most recent year participated _____ • Number of free postcards for customer mailings _____
- Wristbands are necessary to secure entrance into the event—how many people will work each day in your booth? _____

SAN RAMON ART & WIND FESTIVAL:

RESIDENTS: 10' x 10' / \$145.00 10' x 20' / \$290.00 • NON-RESIDENTS: 10' x 10' / \$185.00 10' x 20' / \$370.00 (Space fee plus 10% commission)

****Health permit fee (\$124.00 in 2016 and may increase) and paperwork to be collected at a later date.**

- (No application fee required)** • Space fee pay by check # _____ pay by MC/VISA **Amount to be charged \$** _____
- Previous Exhibitor Yes No • Most recent year participated _____ • Number of free postcards for customer mailings _____
- You'll be allowed 50 minutes from the time you choose to unload and depart the site: 6:30 AM 7:25 AM 8:35 AM
- I will drive an oversized vehicle onsite to unload. **NOTE: OVERSIZED MUST ARRIVE/DEPART BEFORE FIRST TIME SLOT.**

MENLO SUMMERFEST: Type of space requested - number in order of preference 1-4

(Note: If your booth can fit into any of these configurations, please consider marking both as an option. There are only so many of each space size.)

_____ 5' x 10' / \$230.00 _____ 5' x 20' / \$280.00 _____ 10' x 10' / \$280.00 _____ 10' x 20' / \$560.00 (Space fee plus 10% commission)

****Health permit fee (\$77.00 in 2016 and may increase) and paperwork to be collected at a later date.**

- \$15.00 application fee pay by check # _____ pay by MC/VISA
- Space fee pay by check # _____ pay by MC/VISA **Amount to be charged \$** _____
- Number of free postcards for customer mailings _____
- You'll be allowed approx. 1 hour & 10 min. from the time you choose to unload and depart the site: 5:00 AM 6:20 AM 7:40 AM
- I will drive an oversized vehicle onsite to unload. **NOTE: OVERSIZED MUST ARRIVE/DEPART BEFORE FIRST TIME SLOT.**

SAN CARLOS ART & WINE FAIRE: 5' x 10' / \$200.00 5' x 20' / \$250.00 10' x 10' / \$250.00 10' x 20' / \$500.00 (Space fee plus 10% commission)

****Health permit fee (\$91.00 in 2016 and may increase) and paperwork to be collected at a later date.**

****NO applications with oils and vinegars will be accepted.**

- \$15.00 application fee pay by check # _____ pay by MC/VISA
- Space fee pay by check # _____ pay by MC/VISA **Amount to be charged \$** _____
- Previous Exhibitor Yes No • Most recent year participated _____ • Number of free postcards for customer mailings _____
- You'll be allowed approx. 1 hour & 10 min. from the time you choose to unload and depart the site: 5:00 AM 6:20 AM 7:40 AM
- I will drive an oversized vehicle onsite to unload. **NOTE: OVERSIZED MUST ARRIVE/DEPART BEFORE FIRST TIME SLOT.**

Credit card number _____ Expiration date (AS OF JULY 2017) _____

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

Name as it appears on credit card _____ Signature / _____ /

PLEASE READ & SIGN FOLLOWING PAGE



— PACIFIC FINE ARTS FESTIVALS’ — POLICIES INFORMATION

Application and participation constitutes agreement and acceptance of these policies as well as specific instructions governing the Pacific Fine Arts Festivals events.

BEHAVIOR: Arrive on time, promptly remove vehicle to the designated parking areas as stated in your Artist Letter and on your Check-In envelope; 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.**

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.

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 co-operative and easy to work with. No amount of talent or ability to sell will compensate for this.

PROMOTER COMMISSIONS: EXCLUDING CALIFORNIA STRAWBERRY FESTIVAL 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.

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.

ARTIST SPACE CANCELLATIONS: Please refer to your Dates to Remember page for Artist Space Cancellation policies.

THEFT OF WORK: Although this rarely happens, theft does sometimes occur at the events. Pacific Fine Arts Festivals and the Sponsor of the Event (referred to below as “Client”) cannot be held liable by exhibitors for theft that may occur during the event.

DISPLAY AND PRODUCTS FOR SALE: Pacific Fine Arts Festivals and/or designated agents reserve the right to restrict products offered for sale based on quality and integrity as decided by Pacific Fine Arts Festivals. There will be no displaying of “SALE” or “DISCOUNTED” signs.

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 Festivals cause the cancellation of the Festival, participation fees will not be returned. The Client or Pacific Fine Arts Festivals cannot 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 and safety/security 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 or theft to the Artist, works of art or craft, 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 and damages or theft of property from any source. If weather, other acts of Nature, or other reasons beyond the control of the Client or Pacific Fine Arts Festivals causes the event’s cancellation, Artist entry fees will not be returned and neither the Client nor Pacific Fine Arts Festivals will 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 FOR SELLING AT THE EVENT/S IS HANDCRAFTED IN THE UNITED STATES BY ME.**
- **I AGREE TO ABIDE BY THE POLICIES SET FORTH BY PACIFIC FINE ARTS FESTIVALS 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: _____

PLEASE READ & SIGN THIS PAGE



— DATES TO REMEMBER —

Mountain View A la Carte & Art

February 1	Applications Postmarked
Week of March 6	Selection results mailed to applicants.
March 13	Selected applicants' entry fee deposited.
March 17	Health permit applications and fees due to PFAF
Week of April 10	Customer postcard invitations mailed to artists.
Week of April 24	Artist Instruction Letter mailed.
May 6 & 7	MOUNTAIN VIEW A LA CARTE & ART

Cancellation Policy

Through March 12	Space fee refunds given.
March 13 - March 26	PFAF Credit Slip given MINUS a \$50.00 fee per space for cancellations.
March 27 - Show	Show Space fee is forfeited.

California Strawberry Festival

February 1	Applications Postmarked
Week of March 6	Selection results mailed to applicants.
March 13	Selected applicants' entry fee deposited.
March 20	Health permit applications and fees due to PFAF
Week of April 24	Customer postcard invitations mailed to artists.
Week of May 8	Artist Instruction Letter mailed.
May 19	Mandatory arrival to set-up 8AM to 5PM. Set-up until 8PM. Night Security Provided
May 20 & 21	CALIFORNIA STRAWBERRY FESTIVAL

Cancellation Policy

Through March 12	Space fee refunds given.
March 13 - April 9	PFAF Credit Slip given MINUS a \$50.00 fee per space for cancellations.
April 10	Show Space fee is forfeited.

San Ramon Art & Wind Festival

February 1	Applications Postmarked
Approx March 1	Selection results mailed to applicants.
Plan for Feb 1	Selected applicants' entry fee deposited.
March 20	Health permit applications and fees due to PFAF
Week of May 1	Customer postcard invitations mailed to artists.
Week of May 15	Artist Instruction Letter mailed.
May 28 & 29	SAN RAMON ART & WIND FESTIVAL

Cancellation Policy

Until event is selected, approx March 1	Space fee refunds given.
As of selection- April 29	PFAF Credit Slip given MINUS a \$50.00 fee per space for cancellations.
April 30 - Show	Show Space fee is forfeited.

Menlo Summerfest

March 1	Applications Postmarked
Week of April 3	Selection results mailed to applicants.
April 10	Selected applicants' entry fee deposited.
April 24	Health permit applications and fees due to PFAF
Week of June 19	Customer postcard invitations mailed to artists.
Week of July 3	Artist Instruction Letter mailed.
July 15 & 16	MENLO SUMMERFEST

Cancellation Policy

Through April 9	Space fee refunds given.
April 10 - June 4	PFAF Credit Slip given MINUS a \$50.00 fee per space for cancellations.
June 5 - Show	Show Space fee is forfeited.

San Carlos Art & Wine Faire

June 1	Applications Postmarked
Week of July 3	Selection results mailed to applicants.
July 10	Selected applicants' entry fee deposited.
July 24	Health permit applications and fees due to PFAF
Week of Sept 11	Customer postcard invitations mailed to artists.
Week of Sept 25	Artist Instruction Letter mailed.
October 7 & 8	SAN CARLOS ART & WINE FAIRE

Cancellation Policy

Through July 9	Space fee refunds given.
July 10 - Aug 27	PFAF Credit Slip given MINUS a \$50.00 fee per space for cancellations.
Aug 28 - Show	Space fee is forfeited.

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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.

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