

The California Strawberry Festival is the perfect summer kickoff with proceeds benefiting the community. The Festival celebrates the region's rich agricultural heritage while raising funds for numerous South-land charities. Since its inception, over \$3 million dollars has been collected to benefit others. 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 making up the berry delicious celebration. The Festival spans Rose Avenue and the adjacent 15 acres of Strawberry Meadows at College Park. Publicity is widespread covering all of California as well as many national publications.

APPLICATION DEADLINE: February 1st, 2017. **We will continue to accept applications received after this date** for space or waiting list consideration.

LOCATION: Strawberry Meadows of College Park, 3250 South Rose Avenue, Oxnard.

ELIGIBILITY: This application is open to artists and crafters who create their own works in the U.S. No application including imports or kits will be considered. No application including toys as weapons will be considered. An outside committee selects the participants and waiting list for the event.

FEES: \$15.00 application fee. \$375.00 per space, no commission.

BOOTHS: Spaces are 10' x 12' and 10' x 24' on asphalt along Rose Avenue. Overnight security. No electricity. 200 spaces.

STATUS NOTIFICATION: Your status results will be postmarked the week of March 6, 2017. If your work is accepted or placed on the waiting list, your materials will be held until after the show. If your work is not accepted, we will return your materials 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: Full space fee refunds are given through March 12, 2017. From March 13 through April 9, 2017 a Pacific Fine Arts Festivals credit slip minus a \$50.00 handling fee per space cancellation is given. The PFAF credit may be used towards any future PFAF Festival entry fee. Space fee is forfeited if the cancellation comes on April 10 or later.

Artist/Craftsperson Name _____ Medium _____

Business Name _____ CA Seller Permit # _____

Address _____ City/State _____ Zip _____

Telephone _____ Cell phone _____

Email _____ Website _____

Veh. Lic. Plate # & State _____ 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 work is displayed.

How long have you been showing your work? _____

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

Where have you shown your work? (Outdoor festivals, trade shows, galleries.) In what towns/states? _____

Wristbands are necessary to secure entrance onto the event. Including yourself, how many people will be working in your booth per day? _____

Previous California Strawberry Festival exhibitor? Yes No Most recent year participated _____

Number of free postcards for customer mailings: _____

Number of spaces requested: _____ Space size requested: 10' x 12' / \$375.00 10' x 24' / \$750.00

Method of payment:

• \$15.00 application fee pay by check # _____ pay by MC/VISA Amount to be charged \$ _____

• Space fee pay by check # _____ pay by MC/VISA Amount to be charged \$ _____

Credit card number: _____ Expiration date (as of April 2017): _____

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 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. Images should be CURRENT—within the last two (2) years. Include four (4) images, or more as needed, of your various artwork pieces, one (1) image of entire stocked display and one (1) of you working in your studio 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 printed on back of each photograph. When submitting your images, remember that this presentation is how the selection committee chooses the event's participants.
- 2. **Include a separate page with your Artist Statement/Biography.** Be sure that your name/business name is included on this page.
- 3. **Include a separate page with descriptions representing all work you intend to bring including the following information**—what is your medium, what is your subject matter, what do you use to create your art or craft. Be sure that your name/business name is included on this page.
- 4. Space fee check/money order made out to PFAF or Pacific Fine Arts Festivals OR Visa/Mastercard payment information listed above. A second, separate check is required for each extra space request. Note: \$15.00 fee for NSF checks.
- 5. \$15.00 non-refundable application fee. Paid by separate check to PFAF or Pacific Fine Arts Festivals. This may also be paid by Visa/Mastercard.
- 6. 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 have applied has taken place. Images cannot be returned if the envelope submitted is not large enough or is without adequate postage.
- 7. A self-addressed, stamped postcard if you would like us to acknowledge receipt of your application packet. On the postcard in the memo area please note the shows for which you've applied.
- 8. **READ AND SIGN THE BACK OF THIS PAGE.** Please note our cancellation policy listed at the top of this page.
- 9. **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' 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 cooperative and easy to work with. No amount of talent or ability to sell will compensate for this.

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 the heading "Cancellation Policy" on the front 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 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: _____