

Art on Palm @ Arlington Garden

Summer, 2017

Dear Artist and Maker,

If you are an artist or maker of fine crafts who personally creates and sells your artistic works, we invite you to submit an application to our upcoming Art on Palm @ Arlington Garden event taking place one day only, Saturday, November 11, 2017 in Pasadena.

Attached to this letter you will find our show Rules and Regulations, the Show Application and a Map of the site that will assist you in visualizing the show layout in this beautiful public garden space. You will also use this map in providing us with some display space preferences as you complete your application.

Please explore our website for general information about the show and our commitment to sharing a part of sales proceeds with the Creative Arts Group of Sierra Madre where those funds are used to support arts education in the local public elementary school and to provide low-cost art classes for artists of all ages. Your participation also helps draw critical attention and support to Arlington Garden, Pasadena's only dedicated public garden space.

Importantly, our show is produced by artists for artists. We understand the challenges of selling art and fine craft in today's retail market. Therefore, we offer a show in a unique space and support each event with an extensive advertising and marketing campaign using print ads, direct mail, websites, social media, and more. In return, we ask each of our selected artists to aggressively market their participation in the show and to identify on the application what those efforts will entail.

Please review the attached materials for show details and submit your application prior to the August 18th deadline. In the event you have any questions, please do not hesitate to contact us directly by phone at (626) 827-7870 or via email to Catherine@ArtOnPalm.com. We're happy to help you in the application process.

Thank you for your interest in Art on Palm @ Arlington Garden. We look forward to reviewing your application.

Catherine & Ovie Cowles
Show Producers

26th Art on Palm @ Arlington Garden, Fall 2017; Saturday, November 11, 2017, 10 – 4

Rules, Regulations, Artist Application



JURY FEE: \$5. A nominal \$5 jury fee is now required of all applicants. The \$5 jury fee check will be returned uncashed to those artists accepted into the event. The \$5 jury fee check will not be returned to those artists who are not accepted into the show. Full payment, if still outstanding, is due by **September 1, 2017**.

SPACE FEES. **Standard table: \$130** [Spaces: T3-19; T25-26; T30-31]; **Expanded table: \$135;** [Spaces: T1-2; T20-24; T27-28]; **Small tables: \$110** [T32-33]; **Standard canopy: \$140** [spaces: C1-18]; **Expanded canopy: \$150** [space: C-19 only]. Shared Spaces: **add \$30.**

ARTIST 10% CONTRIBUTION. Artists agree to contribute 10% of total sales (before sales tax) to the Creative Arts Group of Sierra Madre (CAG). At the end of the show each artist will write a check equal to 10% of their pre-tax sales to the Creative Arts Group (CAG) and give it to the event organizers. Artists who are unable to write the donation check immediately following the show, must provide cash. AOP will provide a receipt for cash payments.

APPLICATION. Artists must complete and mail an application along with a copy of their California Seller's Permit [new artists only] and 2 checks; one for the \$5 jury fee* and one for their preferred space made payable to Art on Palm. In addition, Artists must also email 2–5 high resolution images of current work to ArtOnPalm@earthlink.net. [If you cannot email, photos via USPS are o.k.] The quality of work, clarity of submitted images, timeliness of the application, and adherence to Art on Palm Rules are considered for show acceptance and inclusion in the promotional materials. [*The \$5 jury fee check will be returned uncashed to all artists accepted into the Fall show.]

DEADLINES. Application deadline: August 18, 2017; Artist notification: August 25, 2017; Full payment: September 1, 2017; Refunds: By September 15, 2017 with a \$10 deduction, in addition to the jury fee. After September 15, 2017 refunds are not allowed.

SET UP. Artists set-up and break down their exhibits on November 11, 2017. Artists provide their own displays; including chairs and canopies; however, many table spaces have seating and/or tables that the artists can use. Please refer to site map. Drive-in site access is very limited; therefore, artists must be prepared to carry in and out all materials.

BREAK DOWN. Break down begins at 4:01 PM. Early breakdown is not permitted. Each artist must fully break down, be checked by the organizers, and then retrieve their vehicle. Artist cooperation and patience is needed and appreciated.

LIABILITY. Artists' property and merchandise are shown at their own risk and hazard. Neither the organizers: Catherine or Ovie Cowles; the staff or volunteers of the Creative Arts Group of Sierra Madre, Arlington Garden, the City of Pasadena, or Cal Trans, assume any responsibility for any losses incurred including those caused by people or Nature; such as, but not limited to: theft, accident, rain, fire, flood, lightning, or natural disaster. Each artist assumes full liability and will not hold the organizers: Catherine M.S. Cowles or Ovie Cowles; or the staff or volunteers of the Creative Arts Group, Arlington Garden, the City of Pasadena, or Cal Trans, responsible for any claims arising from any act or omission by the organizers, their employees, or agents.

SUBSTITUTION. Artist must be present. Subcontracting of a booth space, displaying/selling non-juried work, or "buy and sell" is not allowed and will result in immediate removal from the event.

PR. Art on Palm is promoted through a dynamic mix of direct mail, email, print ads, postcards (6" x 11"), in addition to the Art on Palm website, and the Creative Arts Group website, social media, local blogs and calendars.

POSTCARD. Art on Palm will produce a postcard listing the names of participating artists and showcasing selected images from the artists' applications. Each participant may receive up to 50 FREE postcards. If you need more postcards, arrange a pick-up or delivery with the show organizers by calling (626) 827-7870.

CALIFORNIA SELLERS PERMIT. Each artist must hold a valid California Sellers Permit and collect and forward state taxes accordingly. New artists must include a copy of their California Seller's Permit with their show application. If you do not have a permit, you can apply at the California Bureau of Equalization, www.boe.ca.gov, (800) 400-7115.

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Artist Application

Name: _____

Business Name: _____

California Sellers Permit Number: _____

Mailing Address: _____

City: _____ Zip: _____

Evening phone number: _____ Cell phone number: _____

Web site: _____ Email: _____

SPACES: Please select two space-type preferences. We will do our best to accommodate you, but cannot guarantee a specific display location or type. #1: _____ #2: _____

Small Table (2) Standard Table (21) Expanded Table (9) Standard Canopy (18) Expanded Canopy (1)

BRAG! Shyness is not a virtue in PR. Give us an engaging description of you and your work:

[Attach separate sheet as needed] _____

Describe all steps you will personally take to promote your presence at Art on Palm:

I have read Art on Palm Rules and Regulations and agree to comply with them. Please reserve _____ postcards for me (up to 50). (If you need more, please make a delivery or pick-up arrangement with Catherine.)

Signature

Date

Application Checklist

___ Completed Application

___ Jury Fee (\$5)

___ Space Fee (for #1 Space preference selected)

___ 2 to 5 images of *current* work emailed to

ArtOnPalm@earthlink.net

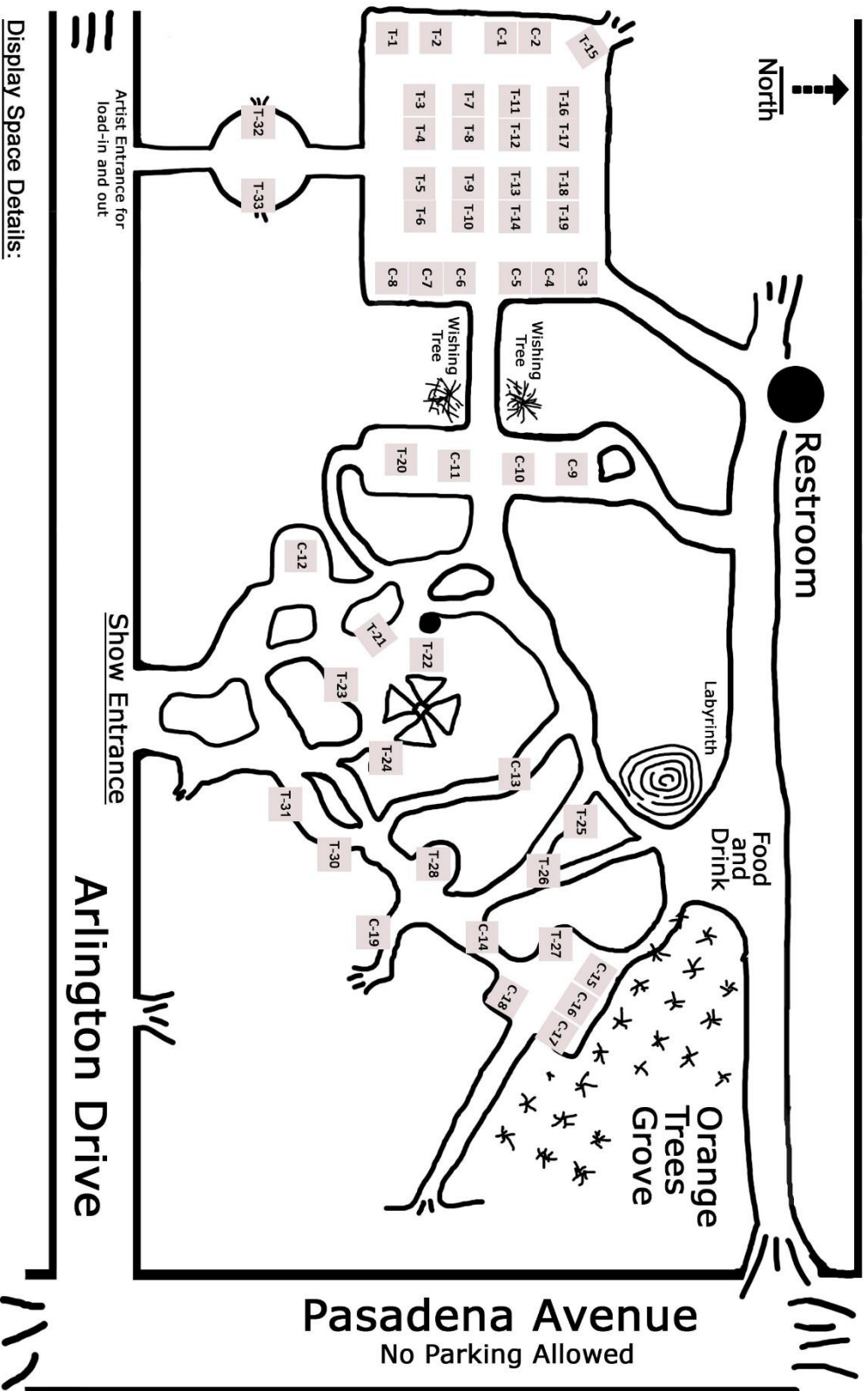
___ Copy of California Sellers Permit [new artists only]

Please mail your completed Artist Application, Jury Fee, and Space Fee to:

Catherine & Ovie Cowles • Art on Palm, 6 Cricklewood Path, Pasadena, CA 91107 • 626/827-7870

IMPORTANT DATES: Application Deadline: **August 18, 2017**. Artist Notification: **August 25, 2017**.
Space Payment: **September 1, 2017**. Partial Refund: **Until September 15, 2017**.

Map of Art on Palm @ Arlington Garden ~ Fall 2017



Display Space Details:

Canopy locations (C-1 through C-18) are standard 10'x10' canopy spaces. Space C-19 is an expanded canopy space (10x10+)

Expanded display table locations (T-1, T-2, T-20, T-21, T-22, T-23, T-24, T-27, and T-28) are 10'x3' table spaces.

Standard display table locations (T-3 through T-19, T-25, T-26, T-30, and T-31) are 8'x3' table spaces.

Small display table locations (T-32 and T-33) are 6'x2' table spaces.

***NOTE:** All table locations have work and seating space included. Some can accommodate an umbrella for shade.