

Art on Palm @ Arlington Garden

May 2018

Dear Artists and Makers,

If you are an artist or maker in any medium and are seeking a wonderful boutique art and fine craft event geared toward holiday shopping, we invite you to apply to the Fall 2018 **Art on Palm at Arlington Garden** in Pasadena. The event will take place on Saturday, December 8, 2018 from 10AM to 4PM.

Now in its 14th year, Art on Palm is a single day event featuring approximately 50 artisans strategically placed throughout a lovely 3-acre public garden. The event also features musical entertainment and a food truck with meal and beverage options for the artists and their customers.

Art on Palm is a fee plus 10% donation show, with 100% of your donation going directly to the Creative Arts Group of Sierra Madre to support their community-based arts programs for both children and adults. Additionally, through a suggested \$2 entry fee donation, your clients will help to raise funds for both Creative Arts Group and our host location, Arlington Garden.

Attached is the show information and application. Please review it and, should you have any questions before applying, do not hesitate to contact us directly. We're happy to give you guidance during the application process.

Thank you for considering Art on Palm for your fall 2018 show schedule.

Sincerely,

Catherine & Ovie Cowles, Presenters
626-827-7870
ArtOnPalm@earthlink.net

28th Art on Palm @ Arlington Garden, Spring 2018; Saturday, December 8, 2018; 10–4

Rules, Regulations, and Artist Application

FEES. Standard table: \$130 - [8' x 4']; Expanded table: \$135 - [10' x 6'+]; Standard canopy: \$140 - [10' x 10']; Expanded canopy: \$150 - [14+ x 14+]. Shared Space: \$30. Jury Fee: \$15. A \$15 nonrefundable jury fee is required of all applicants.

ARTIST 10% CONTRIBUTION. Artists agree to contribute 10% of total sales (before sales tax) to the Creative Arts Group of Sierra Madre (CAG). Artists may not deduct booth or jury fees from their gross sales. After the show, artists may mail in a check representing 10% of their pre-tax sales to the Art on Palm presenters. In turn, artists will receive a letter of acknowledgement from CAG.

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 \$15 jury fee and one for your space fee, payable to Art on Palm. In addition, Artists must email 5 high resolution images of current work and, for first time applicants only, 1 booth shot to ArtOnPalm@earthlink.net. [If you cannot email, photos sent 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.

DEADLINES. Application deadline: **July 31, 2018**; Artist notification: **August 7, 2018**; Refund deadline: **August 31, 2018**. Beginning **September 1, 2018**, no refunds are allowed. Jury fees are not refundable.

SET UP. Artists set-up and break down their exhibits on December 8, 2018. Artists provide their own displays; including tables, chairs and canopies; however, some spaces have seating and/or tables that the artists can use. If your assigned space includes seating and/or tables, you will be notified shortly after your acceptance into the show. Drive-in site access is limited. Artists must carry in and out all materials. **[PLEASE NOTE: The City of Pasadena Fire Regulations require that each canopy leg be secured with 40 pounds of weight or with stakes. Staking is limited to loose soil only in limited locations. The Fire Marshall will check canopies for compliance.]**

BREAK DOWN. Break down begins at 4:01 PM. Early breakdown is not permitted. Each artist must fully break down before retrieving their vehicle. In December the sun sets at 4:45PM, therefore artists are encouraged to bring head lamps or flash lights to facilitate a safe breakdown.

ARTIST PARKING. Information about Artists' Parking will be shared prior to December 8th.

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 Caltrans, 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 Caltrans, 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, and exhibiting "buy and sell" is not allowed and will result in immediate removal from Art on Palm.

PR. Art on Palm is promoted through print ads, postcards, e-blasts, social media, the Art on Palm and Creative Arts Group websites.

POSTCARD. Art on Palm produces a postcard showcasing selected artists' images from those whose applications are received and accepted by the application deadline. Each participant will receive 50 or more postcards.

CALIFORNIA SELLERS PERMIT. Artists 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.

REFERRALS. Refer an artist to Art on Palm and receive a \$25 cash back or credit on your space fee! NOTE: To qualify, you must name the artist(s) you are referring on your application, those referred must name you on their application, and the referred artist(s) must be accepted into the Fall 2018 Art on Palm event.



28th Art on Palm @ Arlington Garden, Fall 2018; Saturday, December 8, 2018; 10–4

Artist Application

Name: _____

Business Name: _____

California Sellers Permit Number: _____

Mailing Address: _____

City: _____ Zip: _____

Evening phone number: _____ Cell phone number: _____

Web site: _____ Email: _____

I was referred by: _____ I am referring: _____

SPACES: Please note your #1 and #2 space size preferences below. Though we cannot guarantee your preference, we will endeavor to accommodate you.

Standard Table

Expanded Table

Standard Canopy

Expanded Canopy

BRAG! Give us an engaging description of you and your work. In PR, shyness is not a virtue.

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

I have read Art on Palm Rules and Regulations and agree to fully comply with them. Please reserve _____ postcards for me. (If you need more than 50 postcards, we will arrange for a pick-up, drop-off, or USPS delivery.)

Signature _____

Date _____

Application Checklist

___ Completed Application

___ Jury Fee (\$15)

___ Shared Space Fee (\$30)

___ Space Fee (for your #1 size space preference)

___ 5 images of *current* work emailed to

ArtOnPalm@earthlink.net

___ Copy of CA Sellers Permit [new artists only]

Please mail your completed application, jury and booth fees, payable to Art on Palm, to:

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

IMPORTANT DATES: Application Deadline: **July 31, 2018.** Artist Notification: **August 7, 2018.**
No refunds after: **August 31, 2018.**