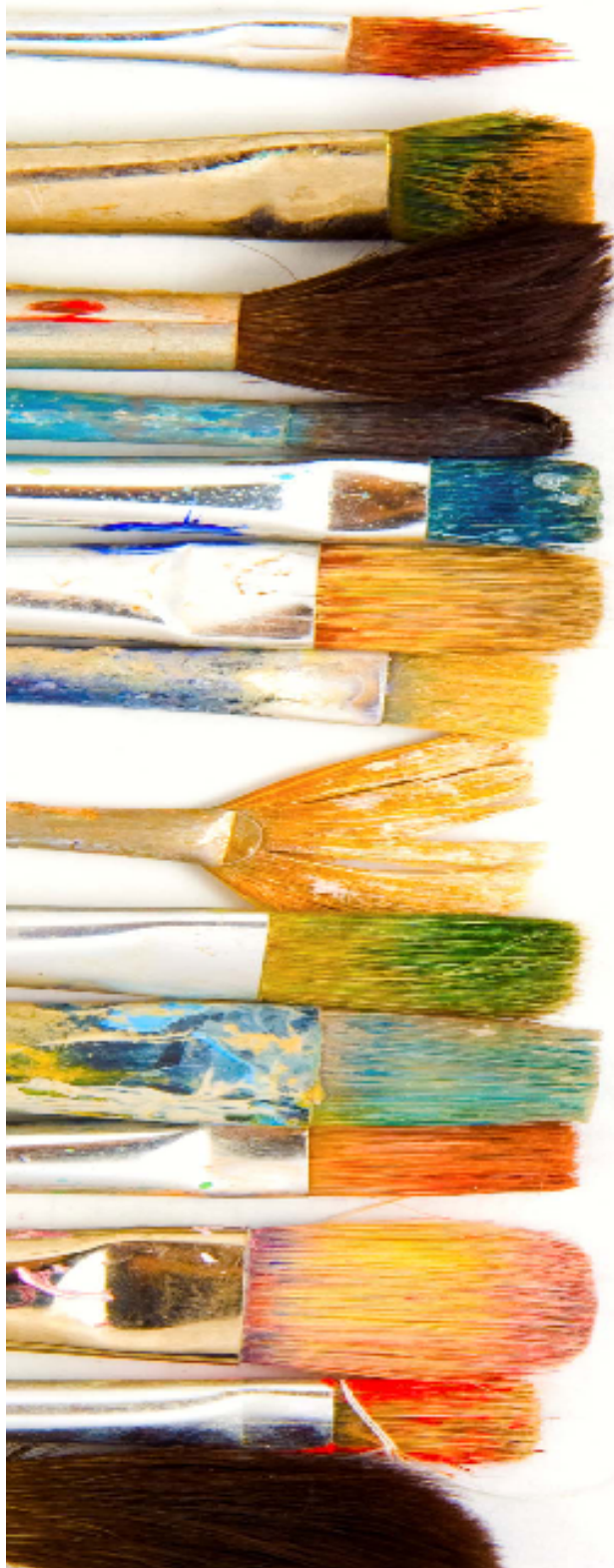


# Artist Application



## Casa Grande Arts & Crafts Festival

Presented by the Southern Arizona Arts & Cultural Alliance

**Saturday December 17th 9AM-4PM**

**Sunday December 18th 10AM-4PM**



## FREE ADMISSION

1005 N Promenade Pkwy

*Casa Grande, AZ 85294, I-10 & Florence Blvd, exit 194*

More than 50 artists are slated to present and sell their work at the Casa Grande Arts and Crafts Festival at the Promenade Shopping Center. The festival will feature the work of premier artisans specializing in everything from oil paintings to sculpture, from rustic furniture to hand-crafted jewelry. A children's activity booth will offer youngsters the opportunity to experience the festival's creative atmosphere, and the event will showcase an eclectic mix of food vendors.

**For more information, please contact SAACA at (520) 797-3959  
or visit us online at [www.CASAGRANDEFESTIVAL.org](http://www.CASAGRANDEFESTIVAL.org)**



**SOUTHERN ARIZONA ARTS & CULTURAL ALLIANCE**

The Southern Arizona Arts and Cultural Alliance (SAACA) is a non profit organization that exists to ensure that, through engagement in arts and culture, our communities produce strong, inspired citizens. SAACA enlists artists, businesses, governments, and individuals to expand artistic and cultural opportunities in their respective communities. To enhance access to the arts and to promote cultural awareness in the communities it serves, SAACA presents large-scale festivals, events and other programs. The Alliance also promotes educational opportunities in the arts and culture for both the young and the old.

To learn more about any of the 15+ annual Festivals SAACA produces each year, please visit [www.saaca.org](http://www.saaca.org)

# Casa Grande Festival Arts & Crafts

[www.casagrandefestival.org](http://www.casagrandefestival.org)

Event Dates	<b>December 17 &amp; 18 2011</b> Saturday December 17, <i>9am-4pm</i> Sunday, December 18, <i>10am-4pm</i>	
Admission	<b>Free Admission to the Public</b>	
Event Location	<b>Promenade at Casa Grande - 1005 N Promenade Pkway, Casa Grande, AZ - Parking lot show</b> The Promenade at Casa Grande, in Pinal County, offers more than a million square feet of shopping, dining and entertainment in an open-air setting. The center sits on 130 acres and is strategically situated off one of the State's primary freeway corridors in an emerging hot spot between Arizona's two major metropolitan hubs—Phoenix and Tucson. The Promenade at Casa Grande encompasses a broader scope than most shopping centers and the center benefits from the tens of thousands of travelers passing the site on the freeway going between Phoenix and Tucson. Learn more at: <a href="http://www.promenadeatcasagrande.com">www.promenadeatcasagrande.com</a>	
Festival Details	Arts & Craft Artisans in all mediums - Maximum of 70 artists, Children's Activities, Ambient Music and Food Vendors	
Festival Type	<b>Non-Juried Art Festival - All artwork must be handmade by the artist presenting and selling the materials or must directly supervise the production of the art by assistants or employees.</b> The term "non-juried" refers to artists bringing items such as reproductions of only their own two dimensional work, production work, unlimited editions of photography, country crafts, ceramics made from commercial molds, jewelry made from purchased beads, stained glass or other items that employ the use of commercial patterns, and any item that is purchased and then embellished, including clothing. Production work, for the purposes of these shows, is defined as art or craft generated as a result of an original design by the applicant, which is then executed at an onsite facility/studio. SAACA has the final authority to determine the classification of the applicant.	
Sales Tax & Permits	The Festival is located within City of Casa Grande. The Sales Tax is 9.7% as of 2/10/2011. All Artists must obtain a City of Casa Grande Business License. To obtain permit, please call the City of Casa Grande at (520) 421-8600 or visit <a href="http://www.casagrandefestival.org">www.casagrandefestival.org</a> to download the paperwork.	
AZ State Revenue Department	The Arizona State Department of Revenue requires SAACA to report all Business License Numbers, both in state and out of state for all Festivals produced within the State of Arizona. The Artist is required to report their earnings at this festival to the Revenue Dept.	
Space Details	<b>Single Booth or Canopy Space - 12 ft. wide x 12 ft. deep \$175</b> <b>Double Booth of Canopy Space - 24 ft. wide x 12 ft. deep \$300</b>	<b>WHITE CANOPIES ONLY</b>
Electric	There is <b>NO</b> Electric Available on Site	
Parking	There is Overnight Parking available onsite at the Promenade Shopping Center in Casa Grande	
Water	There is Water Access on Site, although the water is not continuous.	
Space Limitations	There is no staking permitted at this festival as the site is asphalt throughout. All canopies and umbrellas must be weighted appropriately (recommended weighting of 15-25 pounds per leg). All tables must be skirted to the ground.	
Event Set Up	<i>Artists may check in and set up between the below hours:</i> <b>Friday, December 16 from 11am-5pm, and Saturday, December 17 from 7am-8:45am.</b> Artists will be permitted to drive up to their designated space for a maximum of 30-45 minutes for load in and load out.	
Security	Security will be provided on Friday, December 16 from 5pm to 7am on Saturday, December 17 and Saturday, December 17 from 5pm to 9am on Sunday, December 18.	
App. Deadline	<b>Friday, Dec. 9, 2011 at 4:30pm - a \$25 late fee will be applied to applications received after this date</b>	
Maps / Layout	A general event map and location layout will be available for download from the event website at <a href="http://www.casagrandefestival.org">www.casagrandefestival.org</a>	
Welcome Packet	A welcome packet with all event details will be emailed or mailed to each Artist prior to the festival.	
Marketing	SAACA schedules the below standard Marketing practices for each festival: Billboards, Bus Stop Advertising, Full Page Print Ads in AZ Daily Star Zones, Press Releases Ongoing, Email Blast to 15,000+ subscribers, 3,000 Postcards Mailed, 5,000 Flyers Distributed throughout Southern AZ, Website Marketing, Craftmaster News, Radio PSA's, Television Commercials, On Site Banners and Signage, Electronic Message Boards. Full page ads will be purchased in Pinal County Lifestyles for this festival only.	

FILL IN THIS PAGE LEGIBLY AND COMPLETELY

Artist Name \_\_\_\_\_

Business Name \_\_\_\_\_

Resale # or Tax ID \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

**IMPORTANT: Most of our communication to you will be sent via email, please print legibly your email address or provide us with 2 email addresses if available to be used as a communication back up.**

Email(s) \_\_\_\_\_

Website (used for promotional purposes) \_\_\_\_\_

Vehicle License Plate # & State \_\_\_\_\_ Make \_\_\_\_\_ Model \_\_\_\_\_

On the site to unload I will be driving an oversized vehicle:  N/A  RV  Vehicle with a trailer

Will you be parking onsite OVERNIGHT in a RV or Camper  YES  NO

**Please indicate your desired check in and set up time:**

Friday, December 16, 11am-2pm  2pm-5pm  Saturday, December 17, 7am-8:45am

Festival	Space Details	SINGLE SPACE	DOUBLE SPACE
<input type="checkbox"/> <b>CANOPY SPACE</b>	Canopy, Umbrella, and Tables <b>PROVIDED BY EXHIBITOR</b>	<input type="checkbox"/> \$175 12ft wide x 12ft deep	<input type="checkbox"/> \$300 24ft wide x 12ft deep
<input type="checkbox"/> <b>TENT RENTAL</b> SAACA PROVIDES THE TENT AND THREE SIDEWALLS	SINGLE SPACE TENT 10'x10' DOUBLE SPACE TENT 10'x20'	<input type="checkbox"/> \$150 TENT RENTAL 10ft wide x 10ft deep	<input type="checkbox"/> \$300 TENT RENTAL 20ft wide x 10ft deep
<b>TOTAL FROM ABOVE</b>		\$	

**PAYMENT INFORMATION**

Please note, your credit card will be run as soon as your application is received and juried. Without payment, SAACA cannot guarantee or hold your booth space in the festival. **No cash refunds will be given for cancellations.** If you cancel a minimum of 7 days prior to the festival, you may use your booth fee as a credit towards a future SAACA Festival up to 12 months following the cancel date.

I will be paying by: **CHECK # \_\_\_\_\_ (Made out to SAACA)** **CASH** **CREDIT CARD**

If paying by VISA, MasterCard, Discover, or American Express (additional 3% processing fee added for Amex)



Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Name as it appears on credit card \_\_\_\_\_ Signature \_\_\_\_\_

**HOW DID YOU HEAR ABOUT US?**

www.SOUTHERNAZFESTIVALS.org Radio TV Print Word of Mouth Email

OTHER \_\_\_\_\_

# ARTIST DESCRIPTION

ARTIST NAME \_\_\_\_\_

**DESCRIBE YOUR ART** (including production method) Describe ALL WORK you intend to bring. Items not included in booth description must not be brought to the festival.

**APPROXIMATELY WHAT PERCENTAGE OF YOUR ARTWORK IS HANDMADE BY YOU?** % \_\_\_\_\_

**MEDIUM** *Circle All That Apply*

- Ceramics     Drawing     Pastels     Glass     Graphics     Print Making     Jewelry     Metal Work     Mixed Media 2D     Pottery  
 Mixed Media 3D     Oil     Acrylic     Photography     Digital Art     Sculpture     Water Art     Textiles     Fiber     Watercolor     Wood

OTHER (limit description to 5 words) \_\_\_\_\_

**Do you produce more than one type of medium of artwork for this show?**    **YES**    **NO**

If YES, please describe the different types of art you produce: \_\_\_\_\_

**DISPLAY**

**How do you display your artwork / products within your allotted space?** Circle all that apply  
 Please indicate the size, quantity and dimensions of each of the below display methods. **CANOPIES RECOMMENDED**

Side Walls \_\_\_\_\_ Panels \_\_\_\_\_ Tables \_\_\_\_\_ Racks \_\_\_\_\_ Display Cases \_\_\_\_\_

Other \_\_\_\_\_ Requests are considered, but not guaranteed to be met.

*You must also use the section to describe your display in your own words. This information is pertinent when laying out the festival and assigning spaces.*

Describe: \_\_\_\_\_

**ARTWORK IMAGES**

**DOES SAACA HAVE YOUR IMAGES ON FILE FROM A PAST FESTIVAL?** YES NO

If YES, what was the last SAACA festival you participated in? \_\_\_\_\_

**If SAACA does not have your images on file, have you included six digital images on CD or Printed Photographs in this application?** YES NO

*NOTE: Your application will NOT be accepted without these photographs. At least two of these photographs should include a layout or display of your booth. SLIDES WILL NOT BE ACCEPTED. Images may also be submitted on CD in TIF or JPG format OR through email to festivals@saaca.org. If you submit photos through email please include your name, phone number, address and the shows you have applied for in the email.*

**SPECIAL REQUESTS**    **Do you have any special needs or requests?** (circle all that apply)

- Handicapped     Proximity or Distance to another Artist (name the artist below)  
 **FACING** towards the **SUN**     **FACING** away from the **SUN** (shade)

Other \_\_\_\_\_

**IMPORTANT NOTE:** Booth Assignments will NOT be given over the phone. All assignments will be given onsite at the Festival on either Friday or Saturday. SAACA will make every effort to accommodate your request, but cannot guarantee full compliance with booth requests.

Application and participation constitutes agreement and acceptance of these policies as well as any additional instructions governing the Southern Arizona Arts & Cultural Alliance events.

Name \_\_\_\_\_

All entry fees are deposited when received for this festival. Artist Packets will be emailed to you and available online no later than one week prior to the festival. Booth Assignments will NOT be given to the artist in advance. All Booth Assignments will be given at the time of check in.

**No refund will be given for cancellations. If you cancel 14 days prior to the festival, you may use your booth fee as a credit towards a future SAACA Festival up to 12 months following the cancel date.** No commission on artist sales will be retained by Festival Management. All artists are responsible for all sales tax from the Department of Revenue. Festival Volunteers will be on hand during regular festival hours to offer breaks for artists. Artists are required to occupy their booth for both days for the duration of the festival hours. Artists that leave either before or during the festival will not be invited back to any other SAACA Festival. Artists should arrive on time to the festival allowing for adequate time to unload and set up their materials. SAACA does NOT provide set up, unloading or loading assistance for exhibitors. Exhibitors should come prepared to set up their space. Artists MUST ONLY park their vehicle during show hours in the designated EXHIBITOR PARKING spaces. Intoxication is intolerable. No liquor, smoking or drugs should be in evidence at ANY TIME. Pursuant with Arizona State Law, smoking is ONLY permitted in the areas designated OUTSIDE of the festival area. Inappropriate and/or foul language will also not be tolerated. If your behavior is deemed unruly at anytime during the festival, SAACA reserves the right to eject you from the festival and refuse your participation in any future festival. A refund will not be given in the event of disqualification due to unruly behavior or failure to comply with site policies and regulations.

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. **Display areas should be kept free of storage boxes, sloppy tablecloths or clutter at all times. SAACA reserves the right to make changes to an artists display at any time.** Each artist is liable for their own trash within their allotted space prior to, during and following the festival. If an artist leaves their space either before, during or after the festival with any trash, the artist will be fined a minimum of \$100 for clean up following the festival and do so at the risk of not be invited back to a future show. Special requests (e.g. location, proximity to other exhibitors, etc...) should be made on this application, but are not guaranteed or implied. Exhibitors do not have exclusivity of any one product type. Pursuant with State Law, scheduled Fire Department, Health Department and Building Safety Inspectors will be present on site prior to the festival to issue the final permit. Exhibitors must comply with all inspector instructions or modifications to their space and set up so that they are in compliance with pertinent fire codes, laws, ordinances and regulations pertaining to the festival. Festival grounds will be secured overnight. SAACA is not liable for damage, theft or other destruction of artist display, product or bodily harm.

**RELEASE & HOLD HARMLESS** This agreement is entered into by and between the Southern Arizona Arts & Cultural Alliance (Producer), the sponsor of the event (Client) and the artist or craftsman 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 there from, 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 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 or the Producer 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 the Client or SAACA causes the event's cancellation, Artist entry fees will not be returned and neither the Client nor SAACA 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.

- PLEASE SIGN AND INITIAL
- \_\_\_\_\_ **THE WORK DESCRIBED IN THIS APPLICATION IS HANDMADE BY ME & I WILL BE PRESENT DURING THE ENTIRETY OF THE FESTIVAL REPRESENTING THE ARTWORK.**
- \_\_\_\_\_ **I AGREE TO ABIDE BY THE POLICIES SET FORTH BY SAACA AND THE RULES GOVERNING EACH EVENT AND ANY DEVIANCE FROM THE ABOVE RULES AND REGULATIONS WILL RESULT IN TERMINATION IN MY PARTICIPATION IN THE FESTIVAL AT ANY TIME.**
- \_\_\_\_\_ **I AGREE TO ALLOW IMAGES ENCLOSED OR TAKEN AT THE FESTIVAL MAY BE USED FOR PUBLICITY**
- \_\_\_\_\_ **I UNDERSTAND THAT I MUST UTILIZE A WHITE CANOPY**
- \_\_\_\_\_ **I WILL NOT SELL OR EXHIBIT ANY PRE-MANUFACTURED OR IMPORTED GOODS FROM MY BOOTH**

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

Please EMAIL, MAIL or FAX pages 1, 2 & 3 back to SAACA

festivals@saaca.org O - (520) 797-3959 x 3 F - (520) 531-9225

Southern Arizona Arts & Cultural Alliance 7225 N Oracle Rd, Suite 112, Tucson, AZ 85704