

# ART, WINE & MUSIC FESTIVAL

A BENEFIT FOR: ACHIEVE TAHOE

SATURDAY & SUNDAY, JULY 14 & 15, 2018 / 11:00 AM - 5:00 PM / THE VILLAGE AT SQUAW VALLEY

## ARTIST APPLICATION

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

Contact Person : \_\_\_\_\_

E-mail \* : \_\_\_\_\_ Phone : \_\_\_\_\_

Mailing / Billing Address : \_\_\_\_\_

City : \_\_\_\_\_ State : \_\_\_\_\_ ZIP : \_\_\_\_\_

Website: \_\_\_\_\_

CA Seller's Permit # \*\* : \_\_\_\_\_ *(If applicable)*

General Liability Insurance Carrier & Policy # : \_\_\_\_\_

\* PLEASE NOTE: All confirmations and event information will be sent via email

\*\* All artists who plan on selling products during the Art, Wine & Music Festival must have a valid California Seller's Permit Number which can be obtained at [www.boe.ca.gov](http://www.boe.ca.gov)

## ARTWORK & DISPLAY INFORMATION

Category which best describes your artwork : \_\_\_\_\_

Description of your artwork : \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
*(Attach a minimum of 4 additional photos of your artwork)*

List other art festivals you have participated in : \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
*(Attach a minimum of 2 additional photos of your setup)*

Special needs or requests for your booth : \_\_\_\_\_

## GUIDELINES

### Artist Approval

All artists are subject to a jury process. Applications will be carefully reviewed to ensure all offerings are original creations made by the artist who is applying. We require that 100% of your artwork be originals, no mass produced products allowed.

### Artist Space Assignments

Requests for specific booth space placement will be taken into consideration, but no guarantee is made that requests will be granted. Final space assignments will be e-mailed by July 6, 2018.

### Payment

Payment must be submitted with your application and will be processed upon acceptance. In the event that your application is not accepted, your payment will be returned or money refunded.

### Cancellation Policy

Refunds will be given for valid reasons and with written notification made by June 29, 2018. No refunds will be given for No Shows or for one day attendance. Artists are expected to participate both days and must stay open and active throughout the entire event. No early load out permitted.

### Weather

This is an outdoor event and we have a rain or shine policy and artists should be prepared for all conditions including wind and sun. Should you decide you can't attend due to weather, no refund will be given but a 50% credit will be given for participation in 2019. If Art, Wine & Music Festival organizers decide to cancel the event due to safety concerns, refunds or credits will be given upon request.

**APPLICATION DEADLINE :  
MAY 4, 2018**

### SEND COMPLETED APPLICATIONS TO:

**Mail:** SVNC, PO 3735, Olympic Valley, CA 96146

**Email:** [ccalvert@squawwnc.com](mailto:ccalvert@squawwnc.com)

### FOR QUESTIONS CONTACT:

Cameron Calvert

**Email:** [ccalvert@squawwnc.com](mailto:ccalvert@squawwnc.com)

**Phone:** (530) 584-6266

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## PARTICIPATION FEES

	RATE	QUANTITY	NET \$
10' x 10' Booth Space	\$200		
10' x 20' Booth Space	\$300		
<b>OPTIONAL</b>			
Access to Electricity ( 110v, no generators allowed )	\$25		
		<b>TOTAL \$</b>	

## PAYMENT INFORMATION

**Credit Card** : After your application is approved, you will be emailed an electronic invoice for online payment.

**Check** : Make checks payable to **Achieve Tahoe**

## ARTIST SIGNATURE

By submitting this application I acknowledge that I have read and agree to the event guidelines and rules for participation. I understand that I am submitting this application for acceptance as an artist at the Squaw Valley Art, Wine, and Music Festival, that this is a juried show and that no guarantees are made as to my acceptance.

Signature : \_\_\_\_\_ Date : \_\_\_\_\_

## APPLICATION CHECKLIST

- Completed & signed application
- Booth fee payment included
- Include at least 4 pictures of your artwork & at least 2 pictures of your booth setup  
*Digital or hard-copy photos accepted*
- Include a self addressed stamped envelope with required postage if you would like your hard-copy materials returned after the jury process

## EVENT TIMELINE

### May 4, 2018 : Application deadline

Applications must be postmarked by this date, late applications will be accepted as space allows.

### May 18, 2018 : Notification of acceptance or denial

Initial information regarding participation in the event will be sent to all applicants.

### July 6, 2018 : Final space assignments & information

Information will be sent to all participating artists via email.

### July 14 & 15, 2018 : Art, Wine & Music Festival

See you at the event!

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### Artist Space Assignments

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### Payment

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### Cancellation Policy

Refunds will be given for valid reasons and with written notification made by June 29, 2018. No refunds will be given for No Shows or for one day attendance. Artists are expected to participate both days and must stay open and active throughout the entire event. No early load out permitted.

### Weather

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**APPLICATION DEADLINE :**  
**MAY 4, 2018**

### SEND COMPLETED APPLICATIONS TO:

**Mail:** SVNC, PO 3735, Olympic Valley, CA 96146

**Email:** ccalvert@squawvnc.com

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## GENERAL RULES, REGULATIONS & GUIDELINES

### APPLIES TO: ARTISTS

1. Event Producers and the Squaw Village Neighbourhood Company reserve the right to decline registration from vendors that are incompatible with the event's mission, deemed to be in direct competition with Village merchants or conflict with Resort operations. Payment will be returned if registration is not accepted.
2. Event registration and an approved application are both required in order to participate.
3. Only the set-up, content and items clearly described on your event application will be allowed.
4. Participants are expected to conduct themselves in a professional manner. There is no tolerance for offensive and disruptive behavior.
5. Those who do not comply with Event Rules & Regulations will have their permission to participate revoked on the spot and may be denied participation in future years.
6. No smoking except in designated areas within the Village. Smoking in your booth location is now allowed.
7. No food items or beverages may be sold unless approved to participate in the event as a Food Vendor.
8. Sales tax for items sold at Festival must be paid by participants in compliance with local and state sales tax law. Participants who wish to sell items must have a valid CA sellers permit # and be pre-approved by event organizers.
9. Sound amplification at booths must be pre-approved by festival organizers. Participants should be prepared for live entertainment and music.
10. All tables must be covered.
11. Booth space must be kept clean and orderly.
12. All participant activity must stay within the assigned space.
13. Booths must be ready to open at designated event time start and remain open until designated event end time. No early load out.
14. Each participant is responsible for their booth and all items in it, at all times.
15. Booths must be staffed for the duration of the event.

## EVENT SPECIFIC RULES, REGULATIONS & GUIDELINES FOR:

### ART, WINE & MUSIC FESTIVAL – JULY 14 & 15, 2018

## DIRECTIONS TO THE EVENT

16. To reach The Village At Squaw Valley take Highway 89 south from Truckee or North from Tahoe City and turn onto Squaw Valley Road at the stop light on Highway 89. Follow Squaw Valley Road for 2 miles through the valley. Turn left over the bridge with four flag poles onto Village East Road. The Village At Squaw Valley will be directly in front of you.
17. For more detailed directions you can use the address: 1985 Squaw Valley Road, Olympic Valley, CA 96146 with Google Maps

## GENERAL RULES, REGULATIONS & GUIDELINES

### APPLIES TO: ARTISTS

18. 100% of artwork must be originals. No mass production allowed.
19. Artisan crafts must be made skillfully and by hand.
20. Booth animation should be positive and promote success stories and accomplishments.
21. Negative content that is directed at other organizations or businesses is inappropriate for this family friendly event.
22. Damaging content directed at the host property, its affiliates or merchants is strictly prohibited.

## CANCELLATION POLICY

### APPLIES TO: ARTISTS

23. ARTISTS: Refunds will be given for valid, non-weather related reasons and with written notification made by 12:00 pm on June 23, 2017. No refunds will be given for No Shows or for one day attendance.

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## WEATHER

### APPLIES TO: ARTISTS

24. This is an outdoor venue and we have a rain, snow or shine policy. Should a participant decide they can't attend due to weather, no refund will be given but a 50% credit will be given for participation in the same event, for the following year. If Event Organizers decide to cancel the event due to safety concerns, refunds or credits will be given upon request.
25. **WIND WARNING:** The event venue is at a high altitude, in the mountains. Please be aware that it can be and is often windy. You are responsible for any damage caused by improperly weighted items.
26. Your tent and display must be weighted down properly. We recommend a minimum of 25 lbs per tent leg of weight. Staking is not an option as venue is cobblestone pavers.

## BOOTH SETUP

### APPLIES TO: ARTISTS

#### 27. FRIDAY NIGHT SETUP

- Friday night setup of tent and display infrastructure is available for most booth locations, if you are interested in setting up your booth the night before the event please contact us to arrange by July 7th at 5:00 pm.

#### 28. VENDOR CHECK IN

- Please refer to the festival map for your site location and go directly there between 7:00 and 10:00 am to begin your set up. Village staff will be roaming to assist you.

#### 29. BOOTH SETUP HOURS BETWEEN: **7:00 am to 10:30 am**

- A chalked booth number will be at your assigned location; please do not move your booth location. The booths have been positioned so as not to impede the restricted fire lanes throughout The Village. You should be set up and ready to go by 10:30 am.

#### 30. VEHICLES UNLOADING HOURS BETWEEN: **7:00 am to 9:00 am**

- During the vehicle unloading hours you may drive into The Village to unload your vehicle if necessary. Bringing your own hand truck is suggested. During this time please be aware of other vehicles and pedestrians and drive carefully. When unloading your material please do not block the flow of traffic in The Village, other participants may need to get past your location. As soon as you are done unloading please move your vehicle to the Vendor Parking area to help with congestion in The Village.
- All vehicles must be out of pedestrian areas by 9:00 am, no exceptions. If you are still in the process of setup you must park your vehicle outside of The Village and hand cart or carry any remaining materials in. This will ensure that The Village is safe for all participants and guests.
- If your vehicle is a pre-approved part of your display, it must be parked in your booth location no later than 9:00 am. You may not move your vehicle until after the event is over.

## BOOTH BREAKDOWN

### APPLIES TO: ARTISTS

#### 31. EVENT ENDS AT: **5:00 pm on Saturday, July 8th and 5:00 pm on Sunday, July 9th**

- Please keep your booth open until the event ends. No early break down of your booth or clean up permitted.
- When you leave please pick up any trash or debris in your area.

#### 32. VEHICLE LOADING STARTS AT: **5:20 pm (Sat) and 5:20 pm (Sun)**

- No vehicles will be allowed in The Village until after the event ends and crowds have dispersed, no exceptions. Event staff may delay opening the Village to vehicle traffic due to event crowds.
- Please be aware of pedestrians, displays and other vehicles while in The Village, it is very important that you not block the flow of traffic at your location as people and vehicles will need to be able to get by.

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## EVENT SECURITY

### APPLIES TO: ARTISTS

33. The Village at Squaw Valley does not provide overnight event security and is not responsible for any loss, theft, or damage. We recommend that you remove all valuable items from your booth overnight. Tent, table, and other booth infrastructure is generally fine to be left out. A reminder that all tents must be weighted.

## VENDOR PARKING & OVERNIGHT PARKING

### APPLIES TO: ARTISTS

34. Vendor parking is located along the brown K-Rail on the North/East side of the parking lot, next to the creek. Vendors may not park in loading & unloading zones, fire lanes, delivery areas or other restricted parking spaces.
35. Overnight parking for vehicles and RVs is allowed along the brown K-Rail on the North/East side of the parking lot, next to the creek. Please notify event staff, in advance, if you plan on parking overnight.