



AthU Student Artist Artist Market Application June 24 – 26, 2016

Thank you for your interest in participating in the AthFest Music & Arts Festival's newest addition to the Artist Market- AthU

AthFest AthU is dedicated to opening up booth space to accommodate students from UGA, UNG, and Clarke County High Schools for the weekend of June 24th - June 26th. There will be 6 booths available (4 for University students and 2 for High School students). Instead of students having to commit to paying for all 3 festival days to vend, we have the option to just sell 1, 2 or all 3 days. Students will need to provide their own tents, chairs, tables and extension cords, but we offer the options to rent from us at a fraction of the cost. We also encourage students to share the booth with one another to help reduce the cost and to learn how to work with other student vendors.

Our hopes this year are to help showcase art students, encourage them to participate in future art festivals and gain experience vending their art at AthU AthFest Artist Market.

The Artist Market committee has committed to being available to assist students with helpful advice on merchandising, pricing, selling tips and booth decorating.

A few dates to keep in mind:

- All completed AthFest AthU applications and the \$25 application fee must be postmarked by **April 1, 2016**.
- Work samples must be submitted digitally by **April 1, 2016** to: arts@athfesteducates.org. Each image should be submitted as a separate .jpg file attachment.
- Selected artist will be notified of their acceptance on or around **April 22, 2016**.

We expect to have a total of 50-60 booths at AthFest this year, depending on the quality and range of offerings. Creativity and craftsmanship are integral to the Artist Market. All work must be the original creation of the submitting artist. Therefore, commercial work more suitable for a vendor booth will be referred to our vendor relations contact.

Required Examples for the Jury Process

It is imperative that you send digital images that clearly and accurately represent the quality of the work you intend to show at the market. You must send them by e-mail to arts@athfesteducates.org. Samples submitted this year will again be added to a Pinterest board to facilitate the jury process and also to create some excitement among the general public about art to be featured at the festival. If you have presented your work at festivals before, please also send views of your booth. We hope to attract high quality work across all categories.

Booths

- **All booth spaces are 10 x 10.** The artist must supply his/her own tents, tables, lights and fans, extension cords, seating, and display materials or you can rent from the Artist Market Committee. (refer to Payment Information section)
- **Electricity will be provided.** We work with the county and a power supply company to provide portable sub-stations, but you must provide your own extension cord (at least 100 ft., outdoor rated is recommended, though some locations may require a longer cord.) and any power strips required for your booth. Surge protectors are recommended.
- **Some security will be provided overnight.** However, AthFest will not be liable for any damage, theft, injury or weather-related damage incurred during the festival. Your signature on the Artist Market Application signifies your acceptance of these parameters.
- **Footprint and Flow of Foot Traffic.** Due to fire lane requirements, we are required to maintain some open spaces for both foot traffic and emergency vehicle access. As such, you must keep your art and equipment in your booth space or immediately beside the booth, without impeding access. We will likely have two rows of single booths along sidewalks on both sides of the street, and a middle row of single booths in the middle of the street. Those backing up to sidewalks may use limited sidewalk space behind their booth for seating/storage. Those in the middle row can set up their booth as open on both sides, or choose a direction to face if the booth incorporates a “back wall” or display.
- **Location of Market:** Upper Washington Street, between Hull and Lumpkin Streets. This section of Washington is a hill. Not a super-steep one, but definitely a hill. Please plan accordingly.

Deadlines and Fees

- Application Fee (per artist): \$25 until April 1, 2016
- Booth Fee: \$60/day
- Chair Rental: \$1/day
- Table Rental: \$4/day
- Tent Rental: \$20/day
- All submissions and application fees must be postmarked by April 1st, and they will be reviewed by a jury of respected local artists and members of the AthFest organization.
- E-mailed work samples must also be sent by April 1st to arts@athfesteducates.org. Each image should be submitted as a separate .jpg file attachment. Please do not send paper copies, CDs or actual artwork. Examples submitted in the wrong format will not be considered by the jury.
- After the submission period closes, the jury will meet to select artists, and the selected artists will be notified on or around April 22nd. In the event spaces are still available after the initial selection, the artist market chair will submit exemplary submissions for continuing review by the jury, until all available spaces are filled.

Sales Information

AthFest does not charge a sales commission. Collection, reporting, and payment of state sales tax is your responsibility.

Submission Checklist

Each submission must include:

- A completed and signed artist market application form for each artist.
- A \$25 application fee (per artist) made payable to: AthFest, Inc. This fee is non-refundable. Any artist applying after April 1st will be charged an additional \$25 (per artist) for the application fee.
- Required Examples:
 - No more than 5 digital images representative of the range and quality of the work you plan to show/sell
 - 2-3 images of your booth at other festivals, if available
 - Images must be e-mailed in a .jpg. file to arts@athfesteducates.org. Images must be received by April 1 to guarantee consideration by the festival jury. Please note that samples submitted may be used in publicity materials for the market, the festival program, the website, and the jury's Pinterest Board.
- A separate check made payable to: AthFest, Inc. for the booth rental fee based on the number of days you want to show/sell at the Artist Market. One day is \$60, two days is \$120, and three days is \$175.
 - If an artist is not selected, this check will be returned to him/her.
 - If an artist is selected, this check will be deposited in April.
 - Artist who submit one combined check for the application fee and booth fee will be returned and will be asked to resubmit the checks as two separate checks before we can consider the application.

Refunds

- The \$25/artist application fee is non-refundable.
- If accepted to the Artist's Market, the signed Application shall be considered a commitment to exhibit.
- Refunds will not be issued to artists accepted to the Market.
- If an artist is not accepted into the Artist Market, the check for the booth fee will be returned.

Steps

1) Compile and Submit Your Application and Checks in One Envelope, and Mail to:

AthFest, Inc.
Attn: Artist Market
P.O. Box 327
Athens, GA 30603

Applications must be postmarked by April 1st to guarantee consideration by the festival jury.

2) Send your Required Examples by e-mail attachment (.jpg format) to arts@athfesteducates.org by April 1st to guarantee consideration by the festival jury.

Frequently Asked Questions

1. What are the Artist Market Hours?

- Friday: Load in and set-up from 1 pm to 5 pm, Market Hours: 5 pm-10 pm
- Saturday: Market Hours: 12 pm-10 pm
- Sunday: Market Hours: 12:30 pm-8 pm. Break-down and Move Out: 8 pm-10 pm.
- Washington Street re-opens to traffic at approximately 10:00 pm on Sunday.

2. How Long Do I Get to Unload?

- You will be e-mailed directions on how to enter and exit the festival area about a week before the festival. The load-in/out times will be listed in the e-mail. You will receive a barricade pass to access the Artist Market area when you arrive at the festival.
- We ask that you unload your vehicle(s) as quickly as possible and then move them to parking. Your barricade pass allows you 15 minutes to unload. You should not expect to set up your entire booth before moving your car! Space is very tight, and it is important that we get vehicles out of the festival area as soon as possible. Once the festival is open to foot traffic, all vehicles must be out.
- If you are late to the festival (after 5 pm Friday, after 12 pm Saturday, or after 12:30 pm Sunday), you may not enter the festival area to unload. You may be allowed to park outside the foot traffic area and walk your items in.

3. Is Parking Provided?

- Yes. One (1) standard size parking space is included. Parking is provided for artist vehicles through an arrangement with Prestige Parking. Once you arrive and unload, you will see a Prestige Rep for information on where to park. Extra spaces for additional cars, oversized vehicles, and campers/trailers are limited, and can be purchased from Prestige at their daily parking rate. Parking in the downtown parking decks is free on Sunday.

4. Do I Have to Stay the Whole Time?

- It is our general expectation that artists exhibit during the advertised hours of the market. If you have a special circumstance, talk with the Artist Market Chair. Leaving early without giving notice may result in your exclusion from the Artist Market in the future.

5. Who Can I Speak to if I Still Have Questions?

- Submit any questions to Sophia Recalde, Artist Market Chair, via e-mail to: arts@athfsteducates.org



**Applications Must Be Postmarked
on or Before April 1, 2016**

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<u>Artist Name:</u>		<u>Sharing With Another Artist? (Name?):</u>	
<u>Exhibiting As (If different from above):</u>			
<u>Street Address (& Apt/Suite # if applicable):</u>		<u>City/State/Zip:</u>	
<u>Phone Number:</u>	<u>E-Mail Address:</u>	<u>Website URL (if applicable):</u>	
<u>High School/University:</u>	<u>Year of School:</u>	<u>Are You a Current Student?:</u>	
Name on Check (If not your name or your exhibitor name)			
<u>Category of Work (Please Circle One):</u>			
Visual Arts: Painting		Hand-Crafted: Ceramics	
Visual Arts: Drawing		Hand-Crafted: Sculpture	
Visual Arts: Photography and/or Digital Art		Hand-Crafted: Glass	
Visual Arts (Mixed Media)		Hand-Crafted: Woodworking and/or Furniture	
Jewelry		Fabric, Clothing & Accessories (Including soaps, custom toiletries, and items not in another category.)	
<p>Please note, the work you exhibit at the festival must be substantially similar to the digitally examples you send with your submission. Failure to follow this rule may result in expulsion from the Artist Market, without refund. Additionally, all exhibited art must be <u>made by you.</u></p>		Payment Information	
		Fees	
		* Application/Jury Fee	\$25
		* Booth Fees	\$60 – one day \$120 – two days \$175 – three days
		<i>Note: Application and Booth fees required w/ initial application, and each must be on a separate check.</i>	
		Add-On Requests for Booth:	
		Fees	
		Chair Rental	\$1/day
Table Rental	\$4/day		
Tent Rental	\$20/day		
Club Crawl Wristband (max. of 2)	\$10/each		
TOTAL DUE:		\$	
<u>Signature:</u>		<u>Date:</u>	

This is the only page necessary to return with your checks.