



## Call for Artists

### Annual South Nevada County Fine Art, Wine and Food Festival

**Application Deadline  
March 15, 2007**

**Festival Date  
September 8 & 9, 2007**



South Nevada County  
Chamber of Commerce  
10063 Combie Road Suite C  
Auburn, CA 95602  
530.268.7622  
www.snccchamber.org

**Application Deadline  
March 15, 2007**

**Festival Dates  
September 8 & 9, 2007**

#### Calendar

Application Deadline  
March 15, 2007

Jurying  
March 23, 2007

Notifications Sent  
March 30, 2007

Fees Due  
April 30, 2007

Booth Notifications Sent  
May 30, 2007

Cancellation Deadline  
June 30, 2007

September 8 & 9, 2007  
Festival

For additional information and  
questions please contact:

Alan Eggers  
South Nevada  
County Chamber  
10063 Combie Road Suite C  
Auburn, CA 95602  
530-268-7622

Application checklist—please include:

Application

4 photos or CD of artwork

1 photo of display booth

\$15.00 Jury fee

Self addressed stamped envelope for  
return of slides or acceptance

Please send complete application to  
South Nevada County Chamber,  
10063 Combie Road Suite C,  
Auburn, CA 95602

You are cordially invited to apply to be an exhibitor in the first annual South Nevada County Fine Art, Food and Wine Festival to be held in Streeter Plaza in South Nevada County, California on September 8 and 9, 2007.

Historic Nevada County was built upon the wealth of gold, agriculture and commerce. Home to Grass Valley and Nevada City, Nevada County boasts the second highest per-capita net worth in California. Gated communities, thriving tourism, unique shops and fine restaurants as well as high tech businesses are surrounded by lush meadows and beautiful countryside. Time Magazine in its December 8, 1998 edition named Grass Valley as one of California's "Hot Small Towns" and Nevada City was featured in The Great Towns of America.

South Nevada County is the gateway to this wonderful community. This first annual South Nevada County Fine Art, Food and Wine Festival will provide a venue for artists from all over the United States to showcase their fine art to a receptive, educated and affluent public. The wineries, fine restaurants and talented musicians of Nevada County will add the perfect touch to make this event one of Northern California's premier events for fine artists. This event is a fundraiser for the South Nevada County Chamber as well as the other civic organizations of Nevada County.

The South Nevada County Fine Art, Food and Wine Festival will be held in Streeter Plaza, adjacent to the business section of historic Highway 49 in California between the towns of Grass Valley and Auburn.

Attendees to the Festival will pay an admission of \$20 for entrance. This admission will entitle them to a complimentary festival glass and plate and wine and food tasting. There will also be two entertainment stages with music keeping to the atmosphere for this type of festival. Designated drivers and children will pay an admission of \$5.

In addition to the festival, we will also have an invitation only Patron Brunch on Saturday morning. Accepted artists will be given invitations to send to their clients of choosing for this free brunch. Artists will also be given a number of Patron return tickets for Sunday. These tickets will allow admission for those customers who wish to return to purchase artwork or connect with the artist again. These tickets will not allow them complimentary wine or food.

#### **Who is eligible to apply to the festival?**

All artists in the included categories. Artwork must be original and produced by or under the direction of the artist. Commercial kits, molds, patterns, plans, prefabricated forms, mass produced and imported goods are not eligible. (continued on next page)

**What size spaces are available?**

There are a total of 100 spaces. Spaces are available in 10' x 10' with a limited number of 10' x 20' . Spaces are reserved on a first come first served basis after notification.

**Do I provide my own booth?**

Artists provide their own booth structures. There are no height restrictions. The display surface is asphalt. Limited electricity is available.

**How do I submit my photos?**

Four photos of work to be shown and one photo of display booth are required.

Photos can be submitted either as photos or digital images on CD. Please label all photos on the back with artist’s first and last name and photo number. Please place an arrow on the back showing top orientation.

Please label CDs with artist’s first and last name and provide an information sheet about your jpgs which includes artist’s name and photo number.

Photos and CDs will be returned if a self addressed envelope is included. For accepted artists, we will return your photos at the festival.

**How is the jury process conducted and who is the juror?**

All at once jurying will take place on March 23, 2007. Photos will be evaluated on the criteria of skill, originality, impact and design and overall balance of the show. Our juror is Jeff Tritel, long time resident of South Nevada County and member of the South Nevada County Chamber. Mr. Tritel has a BA in Fine Art and a BFA in sculpture from the University of California at Santa Cruz. In addition to being a professional sculptor for 38 years, Mr. Tritel has also participated in festivals and art shows nationwide for 23 years.

**What are the fees to participate?**

Fees are as follows:

Jury fee \$ 15.00 which is due will application and is non-refundable

Booth Fee: Artist can choose either \$100 booth fee and 10% commission or flat fee of \$300 for a 10’ x 10’ space. For a 10’ x 20’ space, the booth fee is \$200 and 10% or flat fee of \$600.

VISA and MasterCard are accepted. Call (530) 268-7622 to use a credit card.

**What are the festival hours?**

Set up will begin Saturday morning at 7:00 am. The Patron Brunch will begin at 10:00 am on Saturday and run through 12:00 pm when the festival will officially open. The festival will close at 5:00 pm and artists will be able to bring their vehicles in to remove artwork if they choose. Security will be provided from 7:00 pm to 7:00 am Sunday morning. The Festival will open at 10:00 am on Sunday and will close at 5:00 pm.

**How are sales handled?**

All sales will be conducted between the artist and the customer. Each artist must have a valid California Resale Certificate and Number.

**Are there any artist amenities?**

In addition to an artist hospitality tent with water, drinks and snacks, there will also be booth sitters available.

**What is the parking situation?**

There will be ample parking behind the show site for artist vehicles including RVs. There will be parking for customers near the show site with a continuous shuttle. There will also be valet parking available.

# 2007 Application

Last Name \_\_\_\_\_ First Name \_\_\_\_\_

Trade Name \_\_\_\_\_

Address \_\_\_\_\_

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

Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_

Email Address \_\_\_\_\_

Website Address \_\_\_\_\_

California Resale Number \_\_\_\_\_

Please check one category: Photo 1

Mixed Media Title\_\_\_\_\_

Ceramics Dimensions HxWxD\_\_\_\_\_

Drawing/Pastels Materials\_\_\_\_\_

Glass Price\$\_\_\_\_\_

Jewelry Photo 2

Painting Title\_\_\_\_\_

Photography Dimensions HxWxD\_\_\_\_\_

Printmaking Materials\_\_\_\_\_

Sculpture Price\$\_\_\_\_\_

Stone Photo 3

Textiles Title\_\_\_\_\_

Dimensions HxWxD\_\_\_\_\_

Materials\_\_\_\_\_

Price\$\_\_\_\_\_

Photo 4

Title\_\_\_\_\_

Dimensions HxWxD\_\_\_\_\_

Materials\_\_\_\_\_

Price\$\_\_\_\_\_

Photo 5—Booth photo

Dimensions HxWxD\_\_\_\_\_

Materials\_\_\_\_\_

## Participation Rules:

All artists must have a valid California Resale Certificate.

Artists may show work only in categories in which they are accepted.

Artist must personally attend their exhibit throughout the festival.

Cancellation of Festival: If weather, acts of God, or other circumstance beyond the control of the South Nevada Chamber cause the event to be cancelled, participation fees will not be returned. The South Nevada Chamber cannot be held liable by exhibitors for the failure of the event to take place.

I hereby release and forever discharge the South Nevada County Chamber, all sponsoring organizations, their directors, officers, employees, agents and volunteers from any responsibility, personal liability, claims, loss or damage arising out of or in conjunction with my participation in the Festival. The Festival will not be responsible for any injury sustained by exhibitors or in space designated for exhibits. Furthermore, I understand that I store my artwork at my own risk. By signing this application form, Applicant acknowledges having received and read the 2007 Prospectus and agrees to abide by all rules set forth herein. Applicant agrees that photos submitted for jurying are representative of work to be exhibited and the Festival reserves the right in its sole discretion to advise Applicant of any work that does not meet the standards set forth; and Applicant agrees that such work will be immediately removed upon request by Festival officials. Failure to remove such work or abide by other rules set forth may result in Applicant being prohibited from future participation. I agree to abide by all rules set forth in the 2007 Prospectus.

\_\_\_\_\_

**Applicant’s signature**