

*34th Almaden Valley Art & Wine Festival*  
*September 19, 2010*

**GENERAL INFORMATION**

The Almaden Valley Art and Wine Festival is a community fund raising event sponsored by the ALMADEN VALLEY WOMEN'S CLUB, and co-sponsored with the City of San Jose. This event will include works from local artists, wine and beer tasting, food booths, a children's carnival area, as well as performing arts presentations. Those interested in selling their artwork and hand-crafted items are encouraged to apply.

**LOCATION AND TIME**

The festival will begin at 10:00a.m. and end at 6:00p.m., Sunday, September 19, 2010. It will take place at Almaden Lake Park, located on the corner of Almaden Expressway and Coleman Avenue in San Jose, CA 95120.

**JURY SELECTION DATE**

All entries postmarked by July 30, 2010 will be judged and responded to by the following week. Subsequent jury sessions will occur only if the show is not at capacity. Special needs or requests concerning booth assignment will be prioritized for those applicants meeting the aforementioned jury deadline. Later requests will be accommodated as we are able.

**APPLICATIONS**

- Please print or type application form.
- Include a valid seller's permit number on your application.
- Make a check payable to the "ALMADEN VALLEY WOMEN'S CLUB".
- Attach four (4) different photos of your artwork (include examples of each media that you wish to exhibit and a booth shot). Snapshots are fine. Place your name on each picture for proper identification.
- Photos will NOT be returned.
- Describe your work on the application – please do not indicate "see attached".

**FEES**

A \$150(standard booth) or \$200 (corner booth) non-refundable fee must accompany your EARLY application (prior to April 30, 2010) in order to be considered. A \$175 (standard booth) or \$225(corner booth) non-refundable fee must accompany your FINAL application (anything after July 31, 2010). Your fee will be refunded if your work is not accepted or if the show is sold out. Please make checks or money orders payable to "ALMADEN VALLEY WOMEN'S CLUB".

A \$25 discount will be awarded to any accepted artist who refers an artist to the Festival, who is then accepted.

**SET-UP AND DISPLAY**

You are assigned a 10'x10' space. Set-up is on Saturday, September 18 between 2 p.m. and 5 p.m. and Sunday, September 19, 2010, between 6:30 a.m. and 9:30 a.m. No late set-up is permitted. We furnish no materials and no bare tables are allowed. We suggest an overhead canopy for your booth that can be firmly secured to the ground. We recommend that this be set up the Saturday prior to the festival. Please submit a picture and dimensions of your display with your application. This will aid us in placing you in a space more creative for you and for the festival design.

For further information:

Email contact: [artist1@almadenwine.com](mailto:artist1@almadenwine.com), Dena Noble, Artist Chair and Website

[www.almadenwine.com](http://www.almadenwine.com)

Almaden Valley Women's Club, P.O. Box 20084, San Jose, CA 95160-008

## **POLICIES AND PROCEDURES**

### **GENERAL PROCEDURES**

1. Make your check or money order payable to "ALMADEN VALLEY WOMEN'S CLUB". Your \$150.00 or \$200 application fee is NON-REFUNDABLE once you are accepted as an artist. See Application form for info re: fees.
2. To ensure proper handling of applications, please sign and postmark all festival forms by July 30, 2010.
3. Please submit a photo of space design (including dimensions) with your application. NO BARE TABLES WILL BE ALLOWED. Outdoor spaces are 10'x10'. You are responsible for bringing all your display materials. You have spent a lot of time creating your work and that care should be reflected in your display.
4. EACH PARTICIPANT MUST PROVIDE A VALID SELLER'S PERMIT NUMBER OF HIS/HER APPLICATION. Participants are responsible for collecting their own sales tax.
5. You are responsible for set-up, breakdown, staffing, and clean-up of your booth. All spaces must be set-up by 9:30a.m. day of Festival. Please note that although the majority of booth spaces have adjacent drive-up access, some booth spaces will require moving materials across 20 to 40 feet of egress. **In addition, you may elect to set up the tent structure the Saturday afternoon prior to the Festival. There will be controlled access to the park during designated hours, and police patrol of the locked park that night.**
6. You are responsible for your own merchandise and its protection. San Jose Police Department will provide minimal security from 9:30 a.m. To 6:00 p.m. the day of the Festival.
7. A parking permit for the day of the Festival will be issued in the artist packet, which will be sent by mid-August. No overnight parking the evening before the Festival will be provided. The permit entitles you to enter the barricaded areas for set-up between 6:30 a.m. To 9:30 a.m. ONLY. Breakdown occurs after 6:00 p.m.

### **GENERAL POLICIES**

1. The festival is a community fund raising event.
2. NO PETS/ANIMALS are allowed.
3. We will not accept applications from art and crafts wholesalers or sales representatives.
4. YOU CANNOT RE-ASSIGN YOUR SPACE TO ANYONE AFTER FINAL APPROVAL OF FESTIVAL STAFF. Participants may sign-up to share a space provided they meet the Almaden Valley Art and Wine Festival approval. Limited to two participants per space.
5. **Only quality, personally hand-crafted articles are accepted.** Prefabricated, imported art work, kits, store-bought ceramic molds pre-designed material and book patterned oil painting are not accepted.
6. We accept only a limited number of high-quality, hand-crafted/decorated articles of clothing and jewelry.
7. You are responsible for keeping your area clean. Bring a trash receptacle. Trash can and bins will be provided throughout the festival park area. Please dispose of your trash properly.
8. **We understand that the words "original hand-crafted" leave a wide range of interpretations. It is because of this, that the Festival Committee reserves the right to approve or disapprove of all entries. FESTIVAL COMMITTEE DECISIONS ARE FINAL!**
9. We reserve the right to extend filing deadlines, if necessary.
10. The festival goes on rain or shine. There are no shaded areas, and it can get windy, so come prepared.