



# ART

*a celebration of*

**music  
food & wine**



**SATURDAY & SUNDAY  
October 9th & 10th 2010  
10AM - 6PM**

The Old Town Art Festival along San Diego Avenue into the State Historic Park will showcase juried local and regional artists. This exquisite affair also features live music, food and wine tastings.

[OLDTOWNARTFESTIVAL.COM](http://OLDTOWNARTFESTIVAL.COM)

**(619)233-5008**



The Old Town San Diego Art Festival is partially supported by funding from the City of San Diego Economic Development and Tourism Support Program and the County of San Diego Community Enhancement Program.

# Old Town San Diego Art Festival Application & Information

Saturday, October 9th, 2010 - 10:00 AM to Sunset  
Sunday, October 10th, 2010 - 10:00 AM to 6:00 PM

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

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Home Phone: (\_\_\_\_) \_\_\_\_\_ Office: (\_\_\_\_) \_\_\_\_\_

Cell Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Web Site: \_\_\_\_\_

## Artist Art Type(s):

\_\_\_\_ Ceramics      \_\_\_\_ Glass      \_\_\_\_ Collage      \_\_\_\_ Digital      \_\_\_\_ Mosaic  
\_\_\_\_ Painting      \_\_\_\_ Photography      \_\_\_\_ Printmaking      \_\_\_\_ Textiles      \_\_\_\_ Jewelry  
\_\_\_\_ Sculpture      \_\_\_\_ Metalwork      \_\_\_\_ Wood      \_\_\_\_ Other \_\_\_\_\_

Artist Medium/Media: \_\_\_\_\_

Price Range: \_\_\_\_\_

Other Public Art Installations: \_\_\_\_\_

## Art Festival Fees (Enclose the following fees as required)

**Registration:** By September 24th, 2010. "Early Bird" discount of 10% if application received by August 1, 2010.

**Booth Fees:**  \$345 10' x 10' space  \$515 10' x 15' space  \$675 10' x 20' space

**Electrical Fees:**  \$45 - 110 volts / 5 amps  \$70 - 110 volts / 15 amps  \$50 ea. additional 15 amps

**Event Provided Booth Rental Fees:** \_\_\_\_\_ \$120 for a 10' x 10' canopy rental \_\_\_\_\_ \$2 per chair rental

*Booth Fees (check or credit card) will be deposited or charged after acceptance.*

*Make checks payable to the Old Town San Diego Chamber of Commerce.*

Visa  Mastercard # \_\_\_\_\_ AMT \$ \_\_\_\_\_ EXP. DATE \_\_\_\_\_

Credit Card Address (if different from above) \_\_\_\_\_

3 digit # (security code) on back of credit card \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

*I have read and agree to abide by the Old Town Art Festival rules and regulations. I understand that this application does not guarantee a space and agree to abide by the decision made by the Old Town Art Festival jury. All participating vendors, whether they fill out an application or apply through Zapp, will be selected by the same jury.*

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

## ARTIST TERMS AND CONDITIONS

- \* Artist will pay selected fees above. **Initial:** \_\_\_\_\_
- \* Artist will provide own booth rental set up (unless otherwise marked). **Initial:** \_\_\_\_\_
- \* Artist is required to keep booth open for the entire event both days from 10:00 a.m. – 6:00 p.m. **Initial:** \_\_\_\_\_

Artists who would like to be considered should submit the following materials:

- \* A Completed **Old Town Art Festival** Participation Form
- \* A list of available professional references
- \* Up to 10 photographs – these will not be returned
- \* A current biography and resume
- \* Other supporting materials, such as published articles, reviews and catalog

Please fax or mail the participation form, payment and submissions by **September 24<sup>th</sup>, 2010** to

**McFarlane Promotions:**

656 5<sup>th</sup> Avenue, Ste B, San Diego CA 92101

Phone: (619) 233-5008 or Fax: (619) 233-0898 or Email: [ciara@mcfarlanepromotions.com](mailto:ciara@mcfarlanepromotions.com)

# Old Town San Diego Art Festival

## Rules, Regulations and General Information for Participation

**The Old Town Art Festival** is a two-day event taking place in the historic Old Town San Diego. Visitors to this fabulous event will enjoy a self-guided walking tour down the quaint street of San Diego Avenue and into the Old Town San Diego State Historic Park and will experience one-of-a-kind art from remarkable local, regional, and international artists. The **Old Town Art Festival** is a free event, open to the public. Artists can expect 30,000+ attendees to visit the Old Town Art Festival. The **Old Town Art Festival** also will offer live entertainment, children's art area, and delicious cuisine from the local restaurants. The **Old Town Art Festival** is strictly a Juried Show and will only exhibit fine arts. The majority of the work displayed must be original pieces. Prints demonstrated must be limited edition only and must represent a minority of the work displayed, with a majority being original pieces. **Please note that cards, t-shirts, posters, magnets, etc. are not allowed.** Literature and other noted information about the artist's work are permitted.

**Terms of Exhibition:** I have read and agree to all of the specified terms and conditions set forth in the **Old Town Art Festival** Application. As a participant, I further release and indemnify the Old Town Art Festival and all of its duly appointed representatives of liability and responsibility for any damage, injury, or loss sustained by exhibitors, guests or other participants before, during, and after the Festival or as a result of the display of my work, equipment, or materials. I understand that the Festival management reserves the right to remove anything that does not meet the standards set forth in this application. I understand that there are no refunds or rain checks due to inclement weather. I agree to accept all decisions of the Festival management. I agree to allow the Festival management use of enclosed slides, photos, and other promotional materials, including photographs and videotapes taken at each Festival for the purposes of promotion of the Festival this year and future years. The undersigned agrees to indemnify and hold harmless, the Old Town San Diego Chamber of Commerce, its clients and affiliated organizations or entities, directors, officers, agents, employees, or any of the above from any and all liabilities, demands, claims, damages, or costs to property or persons as a result of participating in the 2010 **Old Town Art Festival**.

**Registration Information:** To register for the **Old Town Art Festival**, please fill out the application and mail or fax with payment back to **McFarlane Promotions**. The last day to register is **September 24<sup>th</sup>, 2010 or until spaces are filled.** An "Early Bird" discount of 10% will apply if application is received by August 1, 2010.

**Sales Tax:** Vendors must have a valid California Sellers Permit (State Sales Tax License). Vendors are responsible for collecting and reporting any and all sales tax.

**Space Allocation and Rentals:** The Old Town San Diego Chamber of Commerce will assign artists to a designated area along the quaint street of San Diego Avenue into the Old Town San Diego State Historic Park, which is located in the heart of Old Town. The **Old Town Art Festival** does not accept responsibility for artists' work before, during, or after the event.

**Refund Policy:** Accepted exhibitors at the **Old Town Art Festival** may withdraw from the event 60 days prior to the event date and receive a 50% refund on their fees. If withdrawal is made within 60 days of the event date, no refunds are available as all funds are committed to the production, promotion, and marketing of the Festival. All refund requests must be made in writing. We will not process your payments until you are accepted to the event.

### What You Do:

- Pay all booth fees.
- Provide staff at your booth to answer any questions and to speak about the art and the exhibit.
- Keep booth open (required) for the entire **Old Town Art Festival**, both days, from 10:00 a.m. to close.

### What We Do:

- Distribute 5,000 rack cards and programs in the San Diego and nearby areas to promote the **Old Town Art Festival**.
- Promote the **Old Town Art Festival** through calendar listings, press releases, and media alerts.
- Promote the **Old Town Art Festival** through web sponsors, radio sponsors, TV spots, and advertisements in San Diego as well as Orange and LA Counties.
- List registered artists on the **Old Town Art Festival** website.
- Provide artists with daily pass to the **Old Town Art Festival** Hospitality Garden.

We look forward to your participation in the **2010 Old Town Art Festival**.

Sincerely,

Richard Stegner, Executive Director  
Old Town San Diego Chamber of Commerce