

# 21st ANNUAL NORTH QUABBIN GARLIC AND ARTS FESTIVAL

SEPTEMBER 28 AND 29, 2019

2019 APPLICATION

**Deadline to apply - Postmark: May 1, 2019**

We invite you to apply to the 21st annual North Quabbin Garlic and Arts Festival! The festival was raised and organized by North Quabbin artists and agriculturists who believe that this often overlooked region has a lot to offer. The festival has grown beyond our wildest dreams and our mission statement below has served us well along the way to guide our decision-making as the festival grows in size, complexity, and cost.

*The North Quabbin Garlic and Arts Festival is a celebration of the artistic, agricultural and cultural bounty of the region. The purpose of the festival is to unite North Quabbin people whose livelihoods are connected to the land and the arts, and to invite both local residents and those who do not live in the region to experience the richness of an area that is often overlooked. The festival emphasizes what is homegrown, handmade and high quality, as well as what helps preserve and support the environment and the community. Everyone involved - organizers, exhibitors, volunteers, performers, attendees, a supportive community - makes the festival what it is: an engaging, fun and educational celebration for all ages.*

**Saturday and Sunday, September 28 and 29, 2019**

**Rain or shine. 10:00 am - 5:00 pm both days.**

**Load-in: Friday prior from 12 pm - 7 pm or Saturday 7 am - 9:30 am**

**Location:** The festival is located at **Forster Farm, 60 Chestnut Hill Road, Orange, MA** on an outdoor, grassy field with vehicle access for load-in & load-out and exhibitor parking in a nearby field. Prepare for uneven terrain using shims, mud on rainy days, and weights are mandatory for windy days. You will provide your own tent, display items, tables, chairs, etc. No electricity is available on site and there is no wifi access available unless you use your cellphone as a hotspot (if you have service). Not all areas of the field have good reception. No ATM on site.

### **\*Exhibitor Participation Work Task\***

As part of your exhibitor acceptance, you will be required to contribute to a work shift before or after the festival. This aspect helps create the festival, builds community between exhibitors, and keeps booth fees low. **Mark your calendars: The online work task sign up link will be provided to accepted exhibitors on May 15th.** You will not receive a booth or take part in the festival if you do not sign up for a work task. Work tasks are available for a wide range of physical capabilities and will work with you to find a task that meets your physical needs. If you are not invested in participating in this way, please do not apply to be an exhibitor. You can read more about exhibitor participation below.

### **Booth Options and Sizes**

Make your booth fee checks out to: **North Quabbin Garlic and Arts Festival.** Your check will not be deposited until after acceptance has been sent out. If you are not accepted, we will destroy your check.

**SINGLE BOOTH (10' x 10'): \$120**

\*Two artists may share a booth with permission from the Festival and if both are accepted by jury. .

**CORNER BOOTH (Limited number - 10' x 10'): \$150**

\*Corner Booth request priority is based on your application's postmark date so submit early.

**SHARING BOOTHS:** If you would like to share a single or corner booth with another artist, both artists will be separately juried for acceptance.

### **Photos**

All applications must include 5 physical or digital photos of your work. To ensure your work is fairly juried, make sure your photos represent details, functionality, and full understanding of your work. If you work in many mediums, you'll have to decide how to best represent your work using 5 photos. Each medium will be juried separately. **These photos may be mailed with your application or can be emailed to [garlicandartists@gmail.com](mailto:garlicandartists@gmail.com).**

### **Original Work Only**

**Everything you sell must be handmade by you.** We give priority to quality art and craft, whether traditional or contemporary, made by hand, and that which reflects the heart and mind of the maker. Items that will not be accepted for jury are: work that is assembled from commercial molds or components; work that the exhibitor did not contribute more than 50% of production to; or work that was purchased from other makers or imported to resell. You may not sell t-shirts, garlic, or agricultural items without permission. Get in touch with questions.

### **Regional Artist Priority**

**This is a regional festival, so we give priority to regional artists from the North Quabbin area.** The nine North Quabbin towns that are given priority at the festival are New Salem, Wendell, Erving, Orange, Athol, Warwick, Royalston, Phillipston and Petersham. If there are still spaces to be filled, artists may be juried in from a defined surrounding area 15 miles from the site of the festival (North= NH border, East=Templeton, South=Pelham, West=Greenfield). Finally, the festival will reserve, if possible, 2 spaces for those outside of these two regions. See Friend of the Festival Applicants below.

### **Friend of the Festival Applicants**

The jury may select up to 2 artisans from outside the above region to participate as a one-time Friend of the Festival. An Artist Friend is juried with the same standards of high quality, uniqueness, and festival themes and will be invited based on space availability.

### **Important dates**

Application due with booth payment: **May 1 (postmark date)**

Notification of acceptance: **May 15**

Online exhibitor sign-up for tasks: **May 15 through June 15 but the early bird gets the worm!**

Last day to cancel with refund: **August 1**

### **Festival Publicity**

The Organizing Committee will publicize the festival through regional media. Flyers will be available for download from the festival website ([www.garlicandarts.org](http://www.garlicandarts.org)) and you will be able to copy, distribute or post them as you wish. You can also state on your application how many postcards you would like us to mail you for distribution. Our website will also have up-to-date information about the festival. We also highlight each exhibitor on our social media sites. Additionally, you will be highlighted on our website's artist gallery containing a live link to your website or retail page. Finally, it is up to YOU to help us create buzz!

We are excited about this year's festival and anticipate a very competitive artist jury session so submit your fully completed and clearly written or typed applications in ASAP.

**KEEP THESE PAGES FOR YOUR REFERENCE**

**Questions? Email Diane Nassif or Lou Leelyn, Artist Coordinators: [garlicandartists@gmail.com](mailto:garlicandartists@gmail.com)**

# North Quabbin Garlic and Arts Festival 2019

## Exhibitor Participation

### History of Exhibitor Participation

The North Quabbin Garlic and Arts Festival is a community-oriented event in every way. Many years ago, organizers implemented this model in the spirit of volunteerism that pervades all aspects of the festival. Each exhibitor signs up for a task, giving four hours of time to help bring the festival to fruition. Exhibitor participation has proven to be a wonderful element of the festival. It makes the festival possible, strengthens community spirit, forges new relationships over shared tasks, and helps keep exhibitor fees lower than comparable festivals. There are a wide range of tasks to accomplish for all types of physical abilities. We realize this model is not for everyone. If you are not invested in participating in this way, please do not apply to be an exhibitor.

If you are new to the festival, know that the majority of exhibitor tasks from which you will be asked to choose involve set-up and clean-up work days, painting signs, setting up chairs and tables, raising tents, or making a meal to bring these work crews. Set-up days take place every Sunday in September leading up to the festival plus some days the week prior, as well as clean up days immediately after.

### How does it work?



We utilize an easy to use online program called 'Sign Up Genius' for exhibitor participation. On **May 15** accepted exhibitors will receive via email the link to sign up. Exhibitors find a task, day, and time and sign up. The early bird gets the worm and first pick of options! You will have until **June 15** to choose a task and sign up. Your acceptance will not be complete and you will not be assigned a booth unless you sign up for a task.

It is each exhibitor's responsibility to remember your date and task, and to show up and carry it out. Sign Up Genius will send you an email reminder a week before your task, but other than that we no longer have the capacity to do multiple reminders as we have done in the past.

We will keep track of who is supposed to show up, and when. Sadly, those who do not fulfill their task will not be invited back the following year.

Thank you for being a part of the North Quabbin Garlic and Arts Festival! It is truly a unique community effort and exhibitor participation contributes greatly to festival success for all.

**If you have any questions about signing up for a task, please email [GarlicAndArtsWTP@gmail.com](mailto:GarlicAndArtsWTP@gmail.com).**

## North Quabbin Garlic and Arts Festival Application - 2019

Please fill in all information, sign print all pages, and send by mail. Please do not email your application although you may email your photos. Applications will not be considered complete until payment, photos, and signature are received. Application deadline: postmark by May 1, 2019.

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

### Type of Applicant:

- \_\_\_\_\_ **North Quabbin Artist**  
(New Salem, Wendell, Erving, Orange, Athol, Warwick, Royalston, Phillipston and Petersham)
- \_\_\_\_\_ **15 mile Radius Artist**  
(within 15 miles of Orange, MA)
- \_\_\_\_\_ **Friend of the Festival**  
(outside the 15 mile festival radius)

### Name preferred for program listing & promotion:

\_\_\_\_\_

Street or P.O. Address: \_\_\_\_\_

Town, State, Zip: \_\_\_\_\_

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

### Use URL of your sites in order to be promoted.

Website: \_\_\_\_\_ Facebook: @ \_\_\_\_\_

Instagram: @ \_\_\_\_\_ Etsy: \_\_\_\_\_

Other: \_\_\_\_\_

### BIOGRAPHY: (For promotional listings online. No more than two sentences and **use the third person**):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PLEASE DESCRIBE YOUR WORK IN DETAIL** (Our jury consists of artists and non-artists so the more descriptive your application is, the better we can understand your work increasing your score):

**PRICE RANGE:** \_\_\_\_\_

**Feel free to attach further descriptions as needed to best represent your work in jury.**

### MATERIALS USED:

\_\_\_\_\_  
\_\_\_\_\_  
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**TECHNIQUE:**

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**BOOTH CHOICE:**

Include a check in the amount of your preferred choice payable to North Quabbin Garlic and Arts Festival. Corner booths are limited and assigned based on the postmark date of your application. If none are available we will assign you a single and issue a refund for the \$30 difference.

\_\_\_\_\_ **Single** (\$120) \_\_\_\_\_ **Corner** (\$150) \_\_\_\_\_ **Share?** With whom? \_\_\_\_\_

**PHOTO SUBMISSION OPTIONS:**

Either mail five (5) photos that are representative of your work, along with a stamped, self-addressed envelope for photo return along with your application or email photos to: **GarlicAndArtists@gmail.com**

**GARLIC THEMED PRODUCTS:**

Do you plan to sell any garlic-related products? What?

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**DEMONSTRATIONS:**

Will you be demonstrating in your booth during the weekend? **Yes** \_\_\_\_\_ **No** \_\_\_\_\_

Description of Demo for promotion on program and website. Please use full sentences to describe your demo.

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**POSTCARDS:**

# requested \_\_\_\_\_ (These will be sent with your exhibitor information packet in August.)

**THE FINE PRINT:**

The undersigned has read the enclosed informational materials and understands and agrees to the terms. The undersigned also hereby forever discharges, releases and holds harmless the Forster Farm and the North Quabbin Garlic and Arts Festival organizers of and from any and all manners of actions, suits, damages or claims whatsoever arising from personal injury and any loss or damage to the property of the undersigned while in the possession of or supervision of the North Quabbin Garlic and Arts Festival.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

Return this signed application and the a check for your booth fee to:

**North Quabbin Garlic and Arts Festival**  
**c/o Lou Leelyn**  
**345 Farley Road**  
**Wendell, MA 01379**

Thanks for applying!