

NORTH QUABBIN GARLIC AND ARTS FESTIVAL  
**October 3 and 4, 2020**  
APPLICATION INFORMATION

Dear North Quabbin Healing Arts Practitioners:

We invite you to apply to the 22nd annual celebration of the agricultural, artistic, healing arts and cultural bounty of our North Quabbin region. The festival has grown beyond our wildest dreams and our mission statement has served us well along the way to guide our decision-making as the festival grows in size, complexity, and cost.

We have made a few changes to the application process. ***Please read the following pages carefully.***

*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.*

**OUR SUSTAINABLE VOLUNTEER MODEL**

As part of your acceptance into the festival, you will be asked to **contribute 4 hours** during the summer leading up to the festival or during the days just before and after.

**If you plan to apply this year, make sure to sign up online for exhibitor participation as described on the enclosed information sheet.**

There is *no application fee*. **Applications are due MAY 1st.**

**Date: Saturday and Sunday, October 3 and 4, 2020, Rain or shine.**

**Festival Hours: 10am - 5pm both days**

**Setup: Friday noon-7 PM or Saturday 7 - 9:30 AM**

**Location: Forster Farm, 60 Chestnut Hill Road, Orange, MA**

Site information: beautiful, outdoor, grassy field, vehicle access to site, parking nearby.

Prepare for mud on rainy days. Have shims packed due to uneven patches in grassy field.

**You provide your own tents, tables, chairs, etc. No electricity is available.**

Booth options and sizes:

1. **10' x 10' tent booth** : \$100
2. Limited number of **10' x 20'**: \$200

**This is a regional festival, so we give priority to regional practitioners from the North Quabbin area.** The nine North Quabbin towns that will be represented at the festival are New Salem, Wendell, Erving, Orange, Athol, Warwick, Royalston, Phillipston and Petersham. If there are still spaces to be filled, practitioners may be accepted from a defined surrounding area 15 miles from the site of the festival (North= NH border, East=Templeton, South=Pelham, West=Greenfield). We may *very occasionally* invite a few practitioners from outside the region.

## KEEP THIS PAGE FOR YOUR INFORMATION

### Please address any questions to:

Janet Masucci  
64 French King Highway  
Gill, MA 01354  
413-863-8694  
[jmasucci@msn.com](mailto:jmasucci@msn.com)

### Important dates:

*Application due: MAY 1 (postmark date).*

*Notification of acceptance: May 15.*

*Payment due: MAY 1.*

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

**Festival Publicity:** The Organizing Committee will publicize the festival through the local media. Downloadable Flyers will be available on the festival website [www.garlicandarts.org](http://www.garlicandarts.org) which you will be able to download, copy, distribute or post as you wish. This is a great way for our exhibitor community, as well as attendees to help publicize this community event! The **web site** ([www.garlicandarts.org](http://www.garlicandarts.org)) will also have up-to-date information about the festival. We will also let you know when social media campaigns are launched. In terms of your individual business, your business name and a link to your web site will be posted to the Festival page for Healing Arts. You may also request Festival **postcards**, to be sent to you in August, as part of the application.

It is critical that all of your staff or volunteers running your booth are aware of the set up, parking, and all other information that will be sent as the festival approaches. **We ask that the key contact that you list on this form be responsible to convey all information.** Thank you!

## **Check list**

Please mail the following by **May 1, 2020**:

- Application Form**
- Payment Form**
- Check**

To: Janet Masucci  
64 French King Highway  
Gill, MA 01354

- Read and understand the exhibitor participation information sheet** stating that on May 15th if I am accepted, I will receive a link to the 'Sign in Genius' in order to **sign up for the required 4 volunteer hours**. I understand that I will have until June 15th to sign up -- early bird gets the worm and first pick of options! **I realize my acceptance will not be complete and I will not be assigned a booth number unless I sign up for a task.**
- Convey set up/parking, and all other information to your staff and volunteers.**

## North Quabbin Garlic and Arts Festival 2020--Exhibitor Participation

### Important Information--Please Read Carefully!

**About Exhibitor Participation:** The North Quabbin Garlic and Arts Festival is a community-oriented event in all ways. Seven years ago, organizers implemented an 'exhibitor participation model' in the spirit of the volunteerism that pervades all aspects of the festival, and because we could no longer do it all without a village! 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. 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, 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 a clean up day immediately after.

**Streamlined Sign-up!** We now have an on-line program called 'Sign Up Genius' that has been working really well, and exhibitor feedback was very positive so we will continue to use this system.

### Here is how signing up and showing up for Exhibitor Participation works:

**On May 15<sup>th</sup>** we will send all accepted exhibitors the link to a simple to use, on-line volunteer sign up sheet using an application called 'Sign in Genius.' At that time, everyone will need to click on this link to choose the date and task of your choice-- early bird gets the worm and first pick of options! You will have until June 15<sup>th</sup> to choose a task and sign up. Your acceptance will not be complete and you will not be assigned a booth number unless you sign up for a task.

**It is each exhibitor's responsibility to remember your date and task, and to show up/carry it out.** The application provides you with a reminder upon sign up and just prior to 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.

If at any point you have questions about exhibitor tasks or this process, contact  
garlicandartswtp@gmail.com

**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.**

**APPLICATION FORM -- PLEASE FILL IN ALL INFORMATION!**

**PRINT** this page and payment form

**Snail MAIL** this *application, payment form* and *check* postmarked *by May 1st* to:

Janet Masucci  
64 French King Highway  
Gill, MA 01354

**Yes, I would like to apply for the 22nd annual North Quabbin Garlic and Arts Festival!**

Name (as you'd like to be listed on the program):

Contact Person Name:

Mailing Address:

Town, State, Zip:

Phone:

**EMAIL:**

If you don't use email regularly, what is the best way to contact you? \_\_\_\_\_

Website URL: \_\_\_\_\_ (we will link to you from ours!)

PLEASE DESCRIBE YOUR MODALITY:

**Booth choice:** Single booth (\$100) \_\_\_\_\_ Double booth\* (\$200) \_\_\_\_\_ (\*limited availability)

***Send postcards about the Festival to your friends and customers and post flyers in your town!***

Number of postcards requested \_\_\_\_\_ (These will be sent with an exhibitor information packet in August.)

***The Fine Print:*** *The undersigned does hereby forever discharge, release and hold harmless the Forster Farm, Seeds of Solidarity Education Center, 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 \_\_\_\_\_

**Yes, I have read the Exhibitor Participation information enclosed and understand and agree to the terms.**

\_\_\_\_\_ (please initial) North Quabbin Garlic and Arts Festival 2020--Exhibitor Participation

# Healing Arts Payment Form - DUE MAY 1

**MAKE CHECK OUT TO : NQ Garlic and Arts Festival**

**Send this form with your Application Form and check or money order to:**

Janet Masucci  
64 French King Highway  
Gill, MA 01454

Please fill this out completely in **LEGIBLE PRINT**:

Name as it will appear on the program \_\_\_\_\_

Name on Check if different \_\_\_\_\_

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

\_\_\_\_\_

Email \_\_\_\_\_

Telephone (numbers) \_\_\_\_\_

Amount Enclosed (please check one):

\_\_\_\_\_ \$100 for a 10 x 10 booth space

\_\_\_\_\_ \$200 for a 10 X 20 booth space