

Summer Solstice Festival

Santa Barbara, California

Friday-Saturday-Sunday, June 22, 23, 24 - 2012

Commercial Vendor Information

Event Producer: The Summer Solstice Celebration presents the 38th Annual Parade & Festival. This is the largest arts event in Santa Barbara.

Hours: Open to the public Friday - 4 pm to 9 pm, Saturday - 12 pm to 8 pm, Sunday - 12 pm – 6:00 pm. Vendors must occupy the booth all 3 days! Exhibits must be set up by 4 pm on Friday, and by 11 am both Saturday & Sunday and all vehicles must be off the premises. Detailed instructions for space set up are included in the confirmation packet mailed to vendors after acceptance into the show.

Location: The Festival is held at Alameda Park, which is at the end of Saturday's parade route between Santa Barbara St. & Anacapa St. and Sola St. & Micheltorena St.

Parade: The theme of this year's parade is "Fantasy". The parade starts at high noon on Saturday, June 23th and concludes at the festival site in Alameda Park. Creative handmade floats, costumes and masks begin their journey from Cota Street up State Street to Micheltorena St. Approximately 100,000 people attend the parade and over 40,000+ attend the festival.

Eligibility: The Summer Solstice Festival is open to artists, crafters, importers, commercial and food vendors. Our goal is to present a show with variety in media and price range. A jury will determine eligibility based on quality, diversity, presentation and originality (as shown in your photographs) in comparison with other applicants within your category. **ENTRIES WILL BE JURIED AS THEY ARE RECEIVED.** Each category is limited to ensure a well-balanced, aesthetically pleasing and interesting show. Summer Solstice reserves the right to limit the number of applicants for any one type of item and reserves the right to change or substitute spaces. In case of a qualifying tie, the entry with the earliest postmark will be chosen. **APPLICATION DOES NOT GUARANTEE ACCEPTANCE INTO THE SHOW.**

Space Fees: **Commercial** fee is \$500 per 10'x10' space plus the City of Santa Barbara One Day Vendors License fee (\$10 per day @ 3 Days = \$30). All vendors must participate in all 3 days! There are premium locations available for additional fees. Please see Sponsor Opportunities – Festival Sponsor. These guaranteed spots are located in the high traffic area in the center of the park. Electricity is \$50 and must be requested in your application. The fee for the festival must be paid by **check or credit card and must accompany your application no later than Friday May 11, 2012.** If choosing to pay by credit card a 4% processing fee will be added to the total. **Make check payable to: Summer Solstice Celebration, PO Box 21141, Santa Barbara, CA 93121. A late fee of \$50.00 will be required if application is received after deadline of Friday, May 11, 2012.**

Cleaning Deposit: **Each Exhibitor will be required to provide a separate cleaning deposit of \$100, (sent as a separate personal check)** along with your booth space payment. This check will be held and attached to your application until after the event. Your check will not be processed and will be shredded following an acceptable clean site inspection by the City of Santa Barbara. This process usually takes a few weeks following the event to receive the report back from the city. If there is a problem with the way you left your booth space, you will be notified that your check will be retained and deposited to cover our costs to handle and correct the situation.

Space Sizes: Most spaces are 10'x10' and will be provided in the grassy park. Maximum booth and/or display height is 10 feet. Most but not all spaces will be in clusters of 4 creating corner spaces for most Exhibitors. 10'x20' or 20'x20' spaces are available by request at the same per space cost (i.e. 10x10 = \$500, 10x20 = \$1000, 20x20 = \$1500).

Booth Specifics: All spaces will be provided in the grassy park on the lawn. Commercial spaces will be located along the walk paths. You must use your own tent structure and/or display panels. **Vendors will be restricted to the diameter of your reserved space.** Event personnel will inspect the venue daily to monitor compliance with space dimensions. It is mandatory that you keep your items within your booth space or you will be removed from the festival without a refund. There is a premium for locations in the center of the park. Please call for a quote! Specific locations will be assigned on a first-come first-served basis. Booths cannot be staked into the lawn or signage hanging from the trees.

How to Apply: **Submit 5 photos** of your work for the art jury along with your application. One of the photos must show the display you will use at the festival. All Artists/Crafters applying must submit photos even if they have previously participated in this event. Send an 8 1/2"x11" size, self addressed, stamped envelope with \$1.26 return postage for mailing of the jury committee results to you. Art jury results (acceptance or non- acceptance into the festival) will be mailed at least 3 weeks prior to the festival if application is submitted by deadline date **A City of Santa Barbara Application for One Day's Vendor's License must be included with your submission.**

Application Deadline: Application must be received by Friday, May 11, 2012. All applicants must include a check along with a separate check as your cleaning deposit. You may pay by credit card for a 4% processing fee. All participants must have a temporary or personal sales permit from the City of Santa Barbara. This application is available on the Solstice website along with the other vendor applications.. Entries received after May 11, 2012 must include a non-refundable \$50 late fee or your submission will be returned to sender which will delay processing.

Confirmation / Refund: Jury results (acceptance or non-acceptance into the show) will be mailed no later than 3 weeks prior to the event. Space assignments and a map of the event site will be included with notice of acceptance into the show. If it is necessary to cancel, a \$35 cancellation fee will be deducted from your entry. Refunds must be requested in writing and submitted to the Summer Solstice Celebration. Notification requesting the refund MUST be made by fax or letter. Fax or letter must be received by Solstice by 4 pm on May 25, 2012. No refunds will be processed without written request. No telephone or verbal requests for refunds will be accepted. This is an outdoor event. There are no refunds in case of inclement weather, acts of nature, acts of war, terrorism, or restrictions by governmental agencies or other conditions beyond the control of Summer Solstice Celebration.

Space Assignments: Space assignments and a map of the venue will be included in the confirmation packet upon acceptance into the show. Space numbers will be clearly marked on the lawn in the Vendor section of the event. Space assignments are made on a first come first serve basis with consideration given to overall arts and crafts. Solstice reserves the right to limit the number of spaces for any one particular type of goods and/or services and reserve the right to change or substitute vendor spaces, thereby maintaining the diversity and quality of Summer Solstice Festival.

Display Requirements: Space only is provided. Exhibitors are responsible for providing their own canopies and all other materials. Exhibitors are responsible for setting up their own displays. Volunteers and staff are not available to assist with unloading or setting up displays. Merchandise may not project into the walkways. Merchandise, display equipment, boxes, containers or any other items will not be allowed to remain in isles after set up. Merchandise should be displayed as colorfully and tastefully as possible.

Regulations: Summer Solstice Celebration reserves the right to remove any exhibitor anytime before or during the event in cases where: The exhibitor is guilty of improper conduct; work is improper for family viewing; an exhibitor hinders or encumbers another display or another vendor's ability to properly exhibit; an exhibitor attempts to sell work other than what was juried and accepted into the event based on photographs submitted with application. Exhibitors and/or merchants are strictly prohibited from allowing other vendors to sell goods from their assigned space. Summer Solstice obtains a permit from the City of Santa Barbara for the event. Any exhibitor, merchant, or vendor who does not comply with event regulations will be required to vacate the entire space without a refund.

In order to maintain the orderly movement of the crowd, all sales, leafleting, sampling, conducting demonstrations, distributing written materials and any other commercial, promotional and charitable solicitation activities must be within the participant's pre-assigned display space. No sampling without prior permission. These activities shall not interfere with the orderly and safe movement of the crowd and shall not overflow into the neighboring display spaces. These activities are not permissible anywhere else inside the Summer Solstice Festival grounds. Engaging in these activities at any location other than the pre-assigned space is grounds for removal from the festival.

Electricity: Spaces with electricity are limited and must be requested when application is submitted. There is a \$50 charge for electricity, and electricity is available only in certain locations in the event site. A request for electricity does not guarantee that it can be provided. The City of Santa Barbara requires that extension cords be a commercial grade covered by a mat when crossing any walk paths. Digging into the lawn to bury cables is strictly prohibited.

Parking: All vendor vehicles must be unloaded and immediately removed from the event site prior to booth set up. All vehicles MUST be removed from the park by 1 pm Friday, June 22. Vehicles will be allowed back on the premises in the mornings of Saturday, June 23 and Sunday, June 24 to re-stock your space. All vehicles MUST be removed by 11 am on these days.

Summer Solstice Celebration
www.solsticeparade.com/festival
Email: solsticefestival@msn.com
(310) 798-2407 tel / fax

SUMMER SOLSTICE FESTIVAL

Friday-Saturday-Sunday, June 22, 23 & 24

Commercial Vendor Application

Business Name: _____

Artist/Crafter's Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: (____) _____ Email: _____

***** The City of Santa Barbara sales permit application must be included with your application*****

\$500 Fee for Each Space **Space Size Requested** _____ **@ \$500.00** = \$ _____

\$30 S.B. City Sellers Permit (or \$10 per day) Non-S.B. Business License @ \$ 30.00 = \$ _____

Please make the \$30 Check out to SUMMER SOLSTICE CELEBRATION. We submit it for you.

\$50 Electricity Fee (if requested) Optional @ \$ 50.00 = \$ _____

\$50 Non-Refundable **Late Fee** if received after May 11, 2012 @ \$ 50.00 = \$ _____

SUBTOTAL: \$ _____

Paying with Credit Card ADD 4%: x 4% \$ _____

TOTAL AMOUNT ENCLOSED: \$ _____

Please Charge my Credit Card: () Visa () Mastercard C.C. # _____ Exp: _____

I agree to pay the additional 4% processing fee when using my credit card to pay for event space. (Month/Year)

Total should be \$530.00, not including electricity or late fee; if electricity is required, add \$50, totaling \$580
If after May 12, \$50 late fee must be included.

Have you been a previous participant in this event? () Yes () No

**No Particular Space is Guaranteed! Area May be Re-Mapped
and Some Spaces Re-Assigned Prior to the Event.**

Category of Items: (Please Check One)

() Jewelry () Clothing () Ceramics () Painting () Photography () Sculpture () Glass
() Drawing () Mosaics () Mixed Media () Metalwork () Woodwork () Leather () Other _____

Remember to include the following items along with this completed application:

- () Five (5) photos of your work, including one (1) showing booth display and set up.
- () A completed Summer Solstice Festival Vendors Application
- () A completed City of Santa Barbara Application for One Day Vendors License.
- () A self-addressed stamped envelope large enough and with adequate postage to return photos.
- () A self-addressed 8 1/2"x11" envelope with \$1.26 return postage for jury results
- () Application Fees – space fee, vendor license fee, electricity fee, late fee (if applicable).

Pay by Check or Credit Card, Make Payable To:

Summer Solstice Celebration

I have read this application completely. I understand, I agree to pay and hereby submit this application. I understand that the Summer Solstice Celebration has the right not to accept my application and if so, I will be notified in writing and the space/business license fee will be refunded. The late fee will be retained (if applicable). If accepted, I will participate at my own risk and not hold Summer Solstice Celebration, or any of its agents or representatives liable for loss or damage. If I do not comply with the event regulations, I understand that I may be removed from the event without recourse.

Signature _____ Date _____

Mail Application To: Summer Solstice Celebration

C/O Maureen Hermanns, Festival Director

P.O. Box 21141, Santa Barbara, CA 93121

Tel/Fax: (310) 798-2407