



Summer Solstice Celebration & Festival

Santa Barbara, California

June 25 & 26, 2010

Commercial or Resale Application

Thank you for your interest in becoming a Resale or Commercial Vendor for the annual Summer Solstice Festival in downtown Santa Barbara, California. The festival portion of the celebration is two days beginning Friday, June 25th from 4:00 p.m. - 9:00 p.m. (Friday's attendance, though smaller than Saturday has been doubling each year) and Saturday, June 26th from noon - 8:00 p.m. (following the parade). The Festival is held at Alameda Park, which is at the end of Saturday's parade route. Commercial Vendors will be located in a location separate from original fine arts and Craft Vendors. **Vendors must be present both days to participate!** This year's theme is "Carnival".

The parade starts at high noon, on Saturday, June 26th and concludes at the festival site. Creative floats, costumes and masks begin their journey from Cota Street up State Street to Micheltorena. 100,000 people attend the parade and over 40,000+ attend the festival.

Vendor Selection

Our selection committee will choose approximately 50 Commercial or Resale Vendors that complement the overall theme and atmosphere of this Festival. We will consider fun, whimsical and functional resale items of quality as well as informational type booths. Works produced commercially, or with commercial kits or molds, are not eligible.

Booth Specifics

All spaces are located in Alameda Park West in downtown Santa Barbara. 10' x 10' spaces will be provided in the grassy park. Most but not all spaces will be in clusters of 4 booths back-to-back and side-to-side creating corner spaces for most exhibitors. The back row of booths with their backs to Anacapa Street will be side to side. You must use your own tent structure and/or display panels. Vendors will be restricted to the diameter of your reserved space. 10'x20' or 20'x20' spaces are available by request at the same per space cost, i.e. 10'x10' = \$500, 10'x20' = \$1000-\$1,500, 20'x20' = \$2000, 10'x30'=\$5,000. There is a premium for being placed in the center of the park. Please call for a quote. Specific locations will be assigned on a first-come first-served basis depending on when full payment/cleaning deposit is received. Booths cannot be staked into the grass.

Entry Requirements

Along with the completed application form, please include 2 checks, one for \$500.00 (or appropriate application amount) and a separate cleaning deposit check for \$100. **Make Checks Payable to: Summer Solstice Celebration** for each 10' x 10' space requested. If your products are accepted, your check will be immediately deposited and your cleaning deposit check will be held & attached to your application. If your products are not accepted, your checks will be returned to you, along with your pictures or slides. Cashier's checks will be required after June 10, 2010.

Each Vendor will be required to provide a **Cleaning Deposit of \$100**, sent as a separate check along with your booth fee. **Your cleaning deposit check will be shredded following an acceptable clean site inspection** by the City of Santa Barbara. **We will not be mailing your cleaning deposit check back to you!** This process takes a few weeks following the event to receive the report from the city. If there are problems with your space, you will be notified your check will be deposited to cover our costs to handle and correct the situation. Accepted Vendors' photos or slides will be held in assigning spaces and verifying work during the show. Photos/Slides will be returned to you in the mail in the self addressed stamped envelope provided by you.

Refunds You may cancel participation in this Festival for any reason and receive a full refund prior to Friday, May 28, 2010. After this date, there will be no refunds for cancellations.

Please complete and return to: Maureen Hermanns, Festival Director

OR

Summer Solstice Celebration

2014-A Huntington Lane, Redondo Beach, CA 90278

Hand Delivered to: Solstice Office, 924 Anacapa Street, Suite B1-F, Santa Barbara, CA (DO NOT SEND MAIL HERE)

Call with Questions at (310) 798-2407 Email: SolsticeFestival@msn.com

Calendar

- **Monday, February 22, 2010:** Vendor Application available for download on the Summer Solstice web site www.SolsticeParade.com
- **Wednesday, May 14, 2010:** Latest date to receive application and exhibit fee for consideration. Available space's and special requests will be assigned on a first-come, first-serve basis, determined by the date the application, exhibit fee and cleaning deposit check are received. Upon receipt of application and fee, letters will be mailed confirming or declining participation in the festival.
- **Friday May 14, 2010:** Accepted Vendors mailed a check-in information package including a Contract that must be signed and returned immediately.
- **Friday, May 20, 2010:** Latest date to receive full refund if canceling participation in festival.
- **Friday, June 25, 2010:** Vendor Set-up: 9:00 a.m. - 4:00 p.m. (spaces are pre-assigned)
Festival hours are Friday from 4:00 p.m. - 9:00 p.m. (overnight security provided)
- **Saturday, June 26, 2010:** Festival hours are Noon - 8:00 p.m.
- **Saturday, June 26, 2010:** Vendor Tear down: 8:30p.m.-11:00p.m.

Entry Form – Commercial or Resale Application

Vendors sharing a booth must complete separate applications. This form may be duplicated. Photos/Slides must be accompanied by a self-addressed envelope for return.

**Please Complete and Return to: Maureen Hermanns, Festival Director
Summer Solstice Celebration
2014-A Huntington Lane
Redondo Beach, CA 90278**

VENDORS NAME: _____

VENDORS BUSINESS NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

DAYTIME PHONE: _____

EMAIL ADDRESS: _____

Please check eligible category that applies to your Vendor or resale booth:

- Ceramics Drawing Fashion/Wearable Fiber Decorative Glass Jewelry
 Leather Metal Mixed Media Painting Photography Printmaking
 Wood Sculpture Other _____

Examples of my art can be found on my website at: _____

Enclosed are 4 properly marked slides of examples of the work I wish to sell.

JPEGs showing examples of my work have been sent via email to SolsticeFestival@msn.com
(under subject line put Solstice and your name)

SLIDE 1. TITLE: _____ **SLIDE 2. TITLE:** _____

DESCRIPTION OF MEDIUM: _____ **DESCRIPTION OF MEDIUM:** _____

PRICE: _____ **PRICE:** _____

SLIDE 3. TITLE: _____

SLIDE 4. Display of Pavillion Set-Up

DESCRIPTION OF MEDIUM: _____

PRICE: _____

I wish to participate in the 2010 Santa Barbara Solstice Festival under the terms described above. My \$ _____ fee is enclosed. **Checks made payable to "Summer Solstice Celebration"**

Signature: _____ Date: _____