

Summer Solstice Festival

Santa Barbara, California

Saturday-Sunday, June 24 & 25, 2023

Children's & Roots of Culture Area Vendor Information

Event Producer: The Summer Solstice Celebration presents the 49th Annual Parade & Festival. This is the largest arts event in Santa Barbara.

Hours: Open to the public Saturday - 12 pm to 6 pm, Sunday - 12 pm - 6 pm. Vendors must occupy the booth both days! Exhibits must be set up 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 "Roots". The parade starts at high noon on Saturday, June 24th and concludes at the festival site in Alameda Park. Creative handmade floats, costumes and masks begin their journey from up Santa Barbara Street to Sola Street. Approximately 100,000 people attend the parade and over 50,000+ attend the festival.

Eligibility: The Summer Solstice Festival is open to artists, crafters, importers, and commercial 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: Children's Area & Roots of Culture Booth Space fee is \$175 per 10'x10' space plus the *City of Santa Barbara One Day Vendors License* fee (\$10 per day @ 2 Days = \$20). All vendors must participate both days. The fee for the festival must be paid by check or credit card and must accompany your application no later than Friday May 26, 2023. Make check payable to: **Summer Solstice Celebration.** P.O. Box 21141, Santa Barbara, CA 93121 **or apply online at solsticeparade.com/festival-vendors-performers**

A late fee of \$50.00 will be required if application is received after deadline of Friday, May 26, 2023.

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 = \$175, 10x20 = \$350, 20x20 = \$700).

Booth Specifics: The booth fee is for space in either the Children's or the Roots of Culture area and it does not include booth space on Friday, June 23. 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. 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. No silly string is allowed in the Parade or the Park.

How to Apply: **Submit 3 photos** of your work for the art jury along with your application, preferably at least one image should 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. You can do this online. OR, Send an 8 1/2"x11" size, self addressed, stamped envelope with return postage for mailing of the jury committee results to you. Art jury results (acceptance or non- acceptance into the festival) will be decided at least 3 weeks prior to the festival if application is submitted by deadline date. **A City of Santa Barbara application for One Day Vendor's License (\$20) must be included with your submission, made out to Summer Solstice Celebration or included in your total check amount.**

Application Deadline: Application must be received by Friday, May 26, 2023. 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 26, 2023 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 received by Solstice by 4 pm on June 2, 2023. No refunds will be processed without written request. 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 aisles 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.

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 23. Vehicles will be allowed back on the premises in the mornings of Saturday, June 24 and Sunday, June 25 to re-stock your space. All vehicles MUST be removed by 11 am on these days.

Summer Solstice Celebration
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