



August 2006

Dear Prospective Artist,

We would like to take this opportunity to invite you to be an artist at this year's inaugural AJ Art Festival in Apache Junction, Arizona.

The AJ Art Festival is an event brought to you by three local artists that care about the arts and culture in Apache Junction, Scott Taylor of DST Creative, Teresa Marra of TMarra Designs, and Mike Shubic of Shubic Landscape Art. Each has a studio in the area and feel that this is a great place to grow a spectacular art festival. The Apache Junction Main Street is the one of the Non Profit beneficiaries of this great event. The mission of the Apache Junction Main Street Program is to strengthen the relationship between the city and its business community. To beautify, build and improve the core business district and to give the citizens a vibrant downtown for the greater good of the community.

The AJ Art Festival will be held Saturday, November 18, from 10-5pm. This is a one-day event this season. The festival will be held on the AJ City Hall Complex located at the interchange of Idaho Road and Superstition Blvd next to historic Highway 88, which leads to the canyon lakes in the Superstition Mountains. Our backdrop for the festival is the majestic Superstition Mountains.

This upcoming event will have the opportunity for 100 artists to display and sell the art. The work must be original designs and artwork. We do not accept manufactured, imported or mass produced items. We will jury the festival for Fine Art and high-end crafts.

The AJ Art Festival has the opportunity of becoming one of the premier art festivals in the state, as well as becoming one of the areas biggest event draws. The growth that has happened in the area over the past few years, and that will continue to happen at an unprecedented rate, will make this community one of the hottest places in the Valley. From the AJ downtown development plans, to the releasing of state land south of the freeway, to the completion of the US 60 interchange, this community is in major transition and growth. According to an article in the AZ Republic on July 23rd, this area is in its infancy and will see its growth explode 10 fold by 2025. Get your name out there to this expanding community by participating in what is sure to become one of the premier events in the area.

There is an opportunity for your booth to be paid for thru sponsorship. We are offering single booth sponsorships for \$250.00 and double booth sponsorships for \$500.00 (a limited quantity of double are available) If you find a business to sponsor your booth, your booth is paid for. Please call for more details or see the attached booth sponsor page.

Attached is a copy of the Artist Application and the Artist Overview of the AJ Art Festival. We look forward to your participation in the AJ Art Festival.

Please return your application and all fees quickly to assure your booth space(s). We anticipate this Festival selling out quickly.

Thank you,

Scott Taylor, Teresa Marra and Mike Shubic.



2006 AJ Art Festival Sponsorship Opportunities

August 2006

Dear Prospective Booth Sponsor:

Thank you for your interest in sponsoring a booth at the AJ Art Festival. The AJ Art Festival is an event brought to you by three local artists that care about the arts and culture in Apache Junction, Scott Taylor of DST Creative, Teresa Marra of TMarra Designs, and Mike Shubic of Shubic Landscape Art. Each has a studio in the area and feel that this is a great place to grow a spectacular art festival. The Apache Junction Main Street Organization is the Non Profit beneficiary of this great event. The mission of the Apache Junction Main Street Program is to strengthen the relationship between the city and its business community. To beautify, build and improve the core business district and to give the citizens a vibrant downtown for the greater good of the community.

Copper (Single Booth) Sponsor - \$250 (One hundred Spots available)

As a booth sponsor you will receive signage with your company's insignia and pertinent information, along with the opportunity to have your collateral materials at the specific sponsor booth available for dissemination. You are responsible to provide the collateral materials for the booth. Lastly, your name/company will be displayed on our sponsor recognition poster in various areas of the event.

Double booth sponsorship is available for \$500.00. (Limited spaces are available; please call to confirm space available) Deadline is November 1, 2006 for Booth Sponsorships.

Business Name (DBA): _____

Contact name: _____

Address: _____

City, State, Zip; _____

Business Phone: _____ Home Phone: _____

Fax Number: _____

Email Address: _____

Name of Artist Sponsoring: _____

Please return this form along with payment information with the artist application package.

Thank you for your support of the Artist and our community of artists.

**Event Location**

Apache Junction City Hall Complex
300 E Superstition Blvd, Apache Junction

Important Date and Times

Event Date: November 18, 2006 - 9 am – 4 pm

Application/Payment Deadline: November 16, 2006

Final Application Deadline: November 16,

Cancellation: No refunds will be issued for cancellation

Show Requirements:

- Open Show First come first Served
- Artist should be present, but not required.
- Artist must design and craft original artwork, no imported, manufactured or mass produced items are allowed unless it is your work, i.e.: photo reproductions, art prints, castings, books, etc.

Marketing Opportunities:

- Additional marketing for your business is available for the show and months after the show.
- **Fees:** \$35.00
- **Includes:** Full listing of your business. Including your Logo, name, address, phone, your website listing, and a photograph of your art on the www.AJArtFestival.com website for one full year. Also included in the television marketing campaign before the festival.

Artist Fee & Permit Information:

- **Application Fee** \$15.00 (Non-refundable)
- Please send a photo of your work and of your booth set either by mail or email with your completed application form.
- **Booth Fees** –\$ 50.00 (10'x15') (Full payment must accompany application)
- Each artist is allocated only 1 booth space for this show. Artist may purchase more than one booth space.
- **Refundable Deposit:** \$50.00, (this check will not be cashed and will be returned to you unless you leave your booth area earlier than the close of show and/or your booth area is not cleaned up at end of show) (unless weather is an issue)
- No Electricity on site
- Taxes are vendor's responsibility, State and city License must accompany your application
If you do not have a AZ Tax Transaction Privilege License you must make sales through someone who does. Sales tax licenses are available at any AZ Dept. of Revenue office and cost \$12.00. We strongly recommend getting one.

**Food Vendor Fee & Permit Information:**

- **Fees:** \$ 125.00 (10'x15'). Payment must accompany application
- Each food vendor is allocated only 1 booth space for this show.
- Refundable Deposit: \$100.00, (this check will not be cashed and will be returned to you unless you leave your booth area earlier the close of show and/or your booth area is not cleaned up at end of show) (unless weather is an issue)
- Insurance/Health Permits: Food vendors shall have all the necessary health permits and a copy of this must be provided with application.
- Electricity: A generator will be provided for food vendor use only.
- Taxes are vendor's responsibility, State and city License must accompany your application

Booth Standards:

- Tents are suggested. Tents are required to be weighted. Artist/vendors will be asked to leave if tent is not weighted. Umbrellas are acceptable also.
- Displays must stay within your 10'x15' or 20'x15' (whichever applies) booth area
- Selling is confined to your booth area. There will be no verbal solicitation outside of your booth space (no roaming or calling out to customers)
- Booth must be clean and professional
- Literature on your art can be given out within your space, no political, obscene or religious documents are allowed)
- No smoking or alcohol in artist or booth area
- No Pets allowed on the art grounds (Artist and Food Vendors only)
- Artist/vendor's infants and small children are not to be in booth area during show times, unless visiting for a short period of time, but are not allowed to stay the entire show hours
- Absolutely no subleasing of booth space.
- No Wholesale, discount or sale signs and or banners allowed.
- Booth placements will occur on a first come, first served basis.

Set up & Display Information

- Saturday morning starting at 6:00 am, must be completely set up and vehicles moved by 8:30am
- Vehicles must be moved to designated Artist/vendor parking
- Security – will be provided for the day of the show only
- Artist and Vendors shall be ready for business by 8:30 am and shall remain open until 4:00 pm (unless weather is an issue)
- No refunds of festival fees will be issued for vendor cancellation.
- No refunds of festival fees will be issued if the show is cancelled by poor weather conditions

Questions:

- Contact: Scott Taylor at 480-474-1137 or dstcreative@hotmail.com or Teresa Marra at 602-740-6870 or Teresa@AJArtFestival.com



Artist / Vendor Application

Business Name (DBA): _____

First Name: _____ Last Name: _____

Address: _____

City, State, Zip; _____

State Tax ID #: _____

Business Phone: _____ Home Phone: _____

Fax Number: _____

Email Address: _____

Please describe items you will be exhibiting and selling:

Artist:

- | | |
|---|---------------------------------------|
| ☐ Application Fee | \$15.00 |
| ☐ Booth Fee | \$50.00 |
| ☐ AJ City Fee | \$2.00 |
| ☐ Add. Marketing Fee | \$35.00 (optional) |
| ☐ Deposit \$ | \$50.00 (check not cashed, see below) |

Food Vendor

- | | |
|--------------------------------------|----------|
| ☐ Booth Fee | \$125.00 |
| ☐ PCHDFee | \$25.00 |
| ☐ AJ City Fee | \$2.00 |
| ☐ Deposit \$ | \$100.00 |

Booth Sponsor:

- ☐ Information and payment attached: \$250.00 (see Call to Artist letter and Booth Sponsorship form)
- ☐ Fees and Deposit are covered by the booth sponsorship payment check.

- Application Fee and booth fee/marketing fee are one check. City of Apache Junction License fee is a separate check made out to ADOR and Deposit is a separate check made out to AJ Main Street Program
- Application Fee, City of Apache Junction License Fee and Deposit must be in form of a check
- Please complete full application (2pages) and keep a copy for your records.
- A vendor application form must also be filled out. Call 480-474-1137 for form.
- **Make Checks to:** Main Street Apache Junction
- If paying Booth and/or Marketing fees by Visa or MasterCard, Contact Scott Taylor at 480-474-1137
- **Mail Application to:** DST Creative, Attn: AJ Art Festival Application, 861 W Superstition Blvd, Suite 2, Apache Junction, AZ 85220
- Send Self addressed stamped envelope (SASE) for notification
- Note any requests for Special Consideration

2006 ART FESTIVAL
Call to Artist and Artist Application

Agreements: (initial next to each statement)

_____ I have read and agree to abide by all rules and regulations set forth by the Event producer.

_____ I have read and understood that the Event producer can deny my participation for any reason they deem necessary.

Artisans: With good conscience, I certify that my products are designed and created by myself. I SHALL NOT sell any imported, manufactured, or mass produced items unless said items are of my art. (ie: prints, photo reproductions, castings, etc.) All items that I exhibit are the same type, quality, and materials of the work depicted in the photos I submitted. I understand that any item that does not meet these requirements will be required to be removed from my display.

Liability Release Waiver:

I have read the above information and agree to all terms and conditions. I do hereby release and hold harmless Scott Taylor (DST Creative), Teresa Marra (TMarra Designs), Mike Shubic (Shubic Marketing) and the City of Apache Junction and all of the event sponsors, from any and all liability, including, but not limited to: any claims, liabilities, losses or damages, cost and expenses or injury whatsoever to myself or my associates.

Signature of Applicant

Date