



December 2, 2009

Dear Street Fair Applicant,

Preparations for the 14th Annual Sequim Lavender Festival have begun! The *Sequim Lavender Festival*, July 16-18, 2010, is a three-day summer celebration of the joys of lavender. This is the largest Lavender Festival in North America and attracts visitors from throughout the world. The Festival is produced by the Sequim Lavender Growers Association (SLGA) and includes farm tours, the Street Fair, food, music and more.

The Festival is one of the major events in Washington State, with 2009 attendance estimated at 30,000 people. The economic impact of the Festival has been measured at more than \$3.65 million. We expect this year's Festival to be better than ever and we invite you to apply to the Sequim Lavender Festival Street Fair.

Vendors have reported "Your show was the first show I've done this year where sales are up. The crowd all three days was excellent. I wish all my shows could be as good as the Lavender Fest!" "You do everything right. I wish all festivals were this pleasant."

The Street Fair features high quality handmade craft and lavender products. This is a juried show, and all submissions are judged by overall quality. However, lavender and lavender products can only be sold by members of the Sequim Lavender Growers Association (see details in application guidelines).

Participation from Olympic Peninsula artists is very important to this community celebration and we encourage local artists to apply.

Booth spaces are 10' x 10' with a very few 10' x 20' spaces available. This is the total footprint for your booth space. Vendors may not extend beyond this size and cannot place items in the street. Canopy "awnings" or extensions are not allowed as they restrict emergency access on the narrow street. Dogs and other pets are not allowed in the booths and there is no smoking in the booth area.

The jury fee and booth fee are due with your application. Payment may be paid by VISA or MasterCard for the jury fee (\$20.00) and booth fee (\$375.00). The booth fee, whether check or credit card will be cashed or charged after you are notified of your acceptance.

Also, beginning in 2011 we will be distributing applications only as downloads from our website and we request e-mail addresses from anyone who wants to apply to the Festival in the future.

Applications must be postmarked no later than January 22, 2010. Notification of acceptance will be sent at the end of February. If you have any questions, please e-mail us at info@lavenderfestival.com or call 360.681.3035 or 877.681.3035 (toll free). If you would like to be removed from our mailing list, please contact us at info@lavenderfestival.com

To the Joys of Lavender!

Scott Nagel
Executive Director
Sequim Lavender Festival

Sequim Lavender Festival
Street Fair Artist-Crafts Application

July 16, 17, 18, 2010 9am - 7pm Friday-Saturday, 9am - 6pm Sunday

APPLICATION DEADLINE: POSTMARKED BY JANUARY 22, 2010

\$20 jury fee and \$375.00 booth fee enclosed. Three photos of products - one booth photo
(Checks or credit cards accepted see below)

Company: _____

Contact: _____

Address: _____ City _____ State ____ Postal: _____

Telephone- Day: _____ Evening: _____

E-Mail: _____

Website: _____

CRAFTS (Check only one category that best describes your work.)

- | | | |
|--|----------------------------------|---|
| <input type="checkbox"/> CHILDREN | <input type="checkbox"/> GLASS | <input type="checkbox"/> PHOTOGRAPHY |
| <input type="checkbox"/> DOLLS | <input type="checkbox"/> JEWELRY | <input type="checkbox"/> POTTERY/CERAMICS |
| <input type="checkbox"/> FIBER | <input type="checkbox"/> LEATHER | <input type="checkbox"/> TOYS |
| <input type="checkbox"/> FINE ART | <input type="checkbox"/> METAL | <input type="checkbox"/> WOOD |
| <input type="checkbox"/> GARDEN | <input type="checkbox"/> PAPER | <input type="checkbox"/> OTHER |
| <input type="checkbox"/> AGRICULTURAL PRODUCTS (<i>i.e.</i> , food products, plants). | | |

Please list and describe **all** products to be sold:

Booth Size: 10' x 10' - \$375
 10' x 20' - \$750 (Very limited availability – describe your need for a 10x20. You will be charged for the additional \$375 if your request for a 10x20 is accepted.)

Have you been a Lavender Festival participant? _____ List Years: _____

What is the overall price range of your products? _____

Do you have a Washington State UBI Number? ___ Yes ___ No

If yes, give number _____, if no, we will send instructions upon acceptance. You must be registered with the State of Washington.

Payment for jury fee will be cashed or charged upon receipt. The booth fee payment will be held and cashed or charged after you receive notification of your acceptance. Make the checks out to the Sequim Lavender Festival.

Check (one for \$20 and one for \$375) Visa MasterCard

Card Number: _____ Name: _____

Exp. Date: _____ Signature: _____

Please send form and payment by mail, e-mail, or fax to:

Sequim Lavender Festival, 105 ½ E First St., Port Angeles, WA 98362

Important Information ☛

Street Fair Artist-Craftsperson Application - Guidelines and Information

The Sequim Lavender Festival is a three-day summer celebration of the joys of lavender. The Festival includes farm tours, a street fair, food, musical entertainment and more. The Festival is one of the Northwest's major events, with estimated attendance of 30,000 people, a measured economic impact of \$3.6 million. The members of the Sequim Lavender Growers Association thank you for your application and look forward to seeing you in July.

VENDOR SELECTION PROCESS: This is a juried show. We present a wide variety of artistic, quality hand-made crafts and agricultural products to the public. All crafts presented and sold must be made by the artist submitting the application. The products may not include manufactured components, imports, or consignments and the artist must be present at the Street Fair. Vendors are monitored to ensure that the products sold reflect those presented in your application.

Please note that only members of the Sequim Lavender Growers Association may sell lavender (bundles, bud, sachets, culinary lavender or plants), or products containing lavender or lavender oil (soaps, body care products, pet products, baby care products, aromatherapy, candles).

JURY FEE: There is a \$20 non-refundable jury fee. Please pay by check or credit card, separately from the booth fee.

BOOTH FEE: Please send a check for \$375 or the information for a Visa or MasterCard charge on the previous page. The booth fee, non-refundable, payment will be held and cashed or charged after you receive notification of your acceptance.

CRAFT AND BOOTH PHOTOS: Submit three print photos of your work and a photo of your booth. Photos will be kept on file at the festival and will not be returned. Items submitted to the jury must represent the different prices in your overall price range. Number and label your photos with your name and the item prices.

HOURS OF OPERATION: *All booths must be open for business Friday - Saturday, 9 am to 7 pm and Sunday, 9 am – 6 pm.* Vendors are expected to be present during all three days of the Festival and to follow the contracted hours of operation and load-in/load-out instructions. Failure to remain open during Festival hours will result in denial of future participation in the festival. Street Fair load-in will be Thursday.

BOOTH SECURITY: Booths must be covered and able to withstand wind and rain. Booths may be left up overnight as there is a security patrol, but any merchandise should be secured and the festival is not responsible for loss or damage. "Blue tarps" are not allowed as booth shelters, but can be used to secure the booth at night.

NO SMOKING POLICY: Please note that this event does not permit smoking or the use of tobacco products in or within 25 feet of a vendor booth. All vendors and their respective employees, assistants or representatives are not permitted to smoke or use tobacco products anywhere in the Festival site. Vendors in violation of this policy will be asked to leave the festival and the booth fee will be forfeited.

ACCEPTANCE NOTIFICATION: Vendor notifications will be sent in February. Participants will be sent a contract and additional information.

GOOD FAITH PLEDGE:

I certify that I will only sell the type of items presented in this application. All items for sale at the Sequim Lavender Festival are made by me. There are no imports or consignments among the items I intend to sell.

Name

Signature

Date

Questions? Info@lavenderfestival.com or call 360.681.3035 or 877.681.3035 (toll free)

DEADLINE: POSTMARKED BY JANUARY 22, 2010 to 105 ½ East First St. Port Angeles, WA 98362