



## SONORAN FESTIVAL OF FINE ART Application for 2010

August 2009

Dear Professional Artist,

You are cordially invited to apply as an exhibitor for the 2010 Annual Sonoran Festival of Fine art. The Festival of Fine Art will take place at the GasLamp District in Carefree Town Center, Arizona on Friday, March 26, Saturday, March 27, and Sunday, March 28, 2010. Over 100 nationally and locally acclaimed artists will display their creations.

The Sonoran Festival of Fine Art is sponsored by the Sonoran Arts League, a 501.c.3 nonprofit organization, and is based in Cave Creek, Arizona. The League's Mission is to promote art, artists, art education and community service by affirming the belief that art and artistic awareness is essential to the well-being of life and the community. Our 400-plus members actively participate in community outreach programs, including mentoring programs, workshops, seminars, Youth Art scholarships, Out West Art Fest in February, Empty Bowls in October and the Hidden in the Hills studio tour in November.

The Sonoran Arts League will place advertising promoting this event with Phoenix Metro newspapers, magazines, and television spots. All ads are placed with art buying population demographics in mind. In previous year we have had extensive advertising and promotion with participating artists appearing on several local television segments.

The Sonoran Fine Art Festival will feature an interactive painting tent called "Brush with Fine Art" along with artists' demonstrations. In addition, we plan to work with the very successful Farmers Market which will provide food and beverages in the Amphitheater. Local performing artists will provide entertainment. Food is available for sale to patrons and artists.

Sonoran Arts League Ambassadors will be available to assist the artists and visitors. Our Ambassadors are non-participating patrons, artist members, and members of our community who volunteer their time to help make this event a success. An Artist Hospitality Room and pre-show morning refreshments are provided.

***Sonoran Arts League membership is not required to participate in the Sonoran Festival of Fine Art.***

We look forward to receiving your application. This is a juried show with limited space and categories are restricted. Please don't delay – fill out your application and put it in the mail!

**Application and ALL fees deadline: postmarked by Monday, October 5<sup>th</sup>, 2009.**  
**All checks cashed upon receipt of application.**

Thank you,

The Sonoran Festival of Fine Art Committee

# SONORAN ARTS LEAGUE

## FESTIVAL OF FINE ART 2010 Application Instructions

### PLEASE READ CAREFULLY

#### FESTIVAL DATE AND TIME:

Sonoran Festival of Fine Art      Friday through Sunday      10:00 a.m. To 5:00 p.m .      March 26, 27, 28, 2010

#### LOCATION:

GasLamp District, Carefree TownCenter, Arizona

#### ELIGIBLE MEDIA:

Only original art, limited edition prints and note-cards of your images can be sold. If your work consists of more than one medium, you must submit three photos of **each** medium to be considered. Jury fees must be included for each medium.

#### APPLICATION SUBMISSION:

Photos: three 4x6 photos of current work must be submitted with the application. Accepted artists will have their photos returned at the end of the show.

1. On the back of each photo, write the title, medium, and your name.
2. Enclose a 4x6 photo of your booth display. NOTE: The quality of your photos will greatly influence your ability to be juried into the show. Your photos are very important and should show as much detail as possible.
3. Submit 2 checks; 1 for jury fee(s) and 1 for the total booth fees.

#### THE JURY PROCESS:

Independent jurors will evaluate application and photos to determine exhibitors. The Jury Fee consists of a non-refundable \$25 jury fee for each medium. Jury fee checks will be cashed upon receipt. Make checks payable to Sonoran Arts League.

#### BOOTH SELECTION AND INFO:

Applicants must select the size of booth preferred. The Festival Committee makes assignments and no changes will be made. Artists must be present throughout the show until closing time: 10:00 – 5:00 daily. Tents must be white and flame retardant with appropriate tie-downs and weights for safety. **NO STAKES ALLOWED**

Acceptance/rejection letters will be mailed by October 15, 2009. All checks will be deposited upon receipt of application. Fees for artists not selected will be returned with the notification letter by October 15, 2009.

#### APPLICATION DEADLINE:

All applications postmarked on or before Monday, October 5, 2009, will be considered.

Mail completed and signed application pages 3 and 4. Please make a copy for your records. Include 3 art photos, one booth photo, a check to cover the jury fee of \$25 for each medium and a separate check for total of all appropriate booth fees. Make checks payable to Sonoran Arts League.

MAIL TO:            Sonoran Arts League  
                         PO Box 1689  
                         Cave Creek, AZ 85327

#### IMPORTANT DATES:

**Application postmarked by:**            **Oct 5, 2009**  
**Notification letters sent by:**            **October 15, 2009**  
**No Refunds after:**                            **January 29, 2010**

Questions? Email to: [info@sonoranartsleague.org](mailto:info@sonoranartsleague.org); or call 480-575-6624

**FESTIVAL OF FINE ART 2010  
ARTIST APPLICATION**

Please print or type clearly and complete all information

Name(s): \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home/studio Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web: \_\_\_\_\_

AZ Resale Number: \_\_\_\_\_ **REQUIRED**

Special Requests - When possible, special needs may be honored: \_\_\_\_\_

Please check all that apply to you:  
 My first time for FoFA  
 I would like to receive a SAL membership form  
 I am a SAL member  
 New address

**CIRCLE EACH MEDIA EXHIBITING:**

- |                  |                       |               |
|------------------|-----------------------|---------------|
| Acrylic Painting | Fiber                 | Oil Painting  |
| Baskets          | Gourd                 | Paper         |
| Batik            | Glass                 | Photography   |
| Bronze           | Jewelry               | Scratch Board |
| Ceramic Clay     | Metal/Copper          | Stone         |
| Drawing/Graphics | Mixed Media Painting  | Watercolor    |
| Etching          | Mixed Media Sculpture | Wood          |
| Other _____      | Pastel                |               |

**EXHIBITOR SPACE SIZE REQUEST – Please check selection:**

\_\_\_\_\_ 10 X 10 = \$375      \_\_\_\_\_ 10 X 20 = \$750      \_\_\_\_\_ 10 X 30 = \$1,125

\_\_\_\_\_ Corner - add \$75 to any size

**PAYMENT METHODS FOR TOTAL AMOUNT:**

Booth fee by size: (1 check for booth fee) \_\_\_\_\_

Corner booth add \$75 \_\_\_\_\_

Jury fee: \_\_\_\_\_ at \$25 each medium = \_\_\_\_\_

(1 check for jury fees)

**TOTAL fees:** \_\_\_\_\_

Checks to: Sonoran Arts League  
PO Box 1689  
Cave Creek, AZ 85327

Credit Card (VISA or MasterCard only): (Name and billing address as appears on card – Please print)

\_\_\_\_\_ VISA    \_\_\_\_\_ MasterCard    Card No.: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

**APPLICATION CHECKLIST: (Deadline for return is postmarked by October 5, 2009)**

- |  |                                       |  |
|--|---------------------------------------|--|
| _____ Complete application pages 3 & 4       | _____ Payment for all medium jury fee | _____ 1 Booth photo                                |
| _____ Enclose 2 SASE for return of materials | _____ Payment for booth fee           | _____ 3 color photos of recent work of each medium |

**FESTIVAL OF FINE ART 2010  
RULES AND REGULATIONS**

As an applicant, your cooperation is appreciated in adhering to the Rules and Regulations as stated in the application and any other requirements set by the Festival Committee. Violations or non-compliance can result in expulsion from the Festival.

1. All work must be original, handcrafted, created and exhibited by the artist. No commercial agents, dealers, or manufacturers may enter. Kits, imports, molds, embellished objects (appliqués) or mass produced items and commercial reproductions are prohibited. **WORK SHOWN MUST BE CONSISTENT WITH THAT JURIED INTO THE SHOW.**
2. Limited edition prints and giclees are acceptable if signed, numbered, and have a certificate explaining their origin, process, longevity, and archival properties. Not more than 25% of your total display may be comprised of limited editions. Art that is not signed is unacceptable for exhibition and sale in the show.
3. All categories must be juried prior to acceptance. If applying to more than one category, artist may or may not be juried to all categories submitted. Media NOT APPROVED during the application process is PROHIBITED and must be removed.
4. Artist agrees to be present during all Festival hours. Artist representatives are not allowed as substitutes for the artist.
5. Sonoran Arts League reserves the right to remove any artist from present or future shows for breach of written rules and regulations, violations of the laws of the State of Arizona and the Town of Carefree for disruptive behavior.
6. Exhibitor display at the event must substantially match the photo submitted with the application. Misrepresentation of a display will result in expulsion without refund.
7. All tents must be solid white and flame retardant with appropriate tie-downs and weights for safety. No stakes permitted.
8. Artist must utilize assigned space during published show hours and will confine all sales/display activity to the assigned space. All space assignments are the decision of the Festival Committee. The Committee reserves the right to change or modify space locations as necessary.
9. Artist is solely responsible for the collection and remittance of sales tax to the State of Arizona. A state representative may contact you during the festival. Arizona sales tax permits need to be obtained prior to the show. Contact [aztaxes.gov](http://aztaxes.gov) for necessary forms and associated fees. Permit number needs to be written on the application.
10. All rules will be strictly enforced. Inappropriate attire or behavior including intoxication and verbal abuse by the exhibitors or their assistants may result in immediate expulsion from the show. The Festival Committee reserves the right to make final interpretation of all rules.
11. There are no refunds or rain checks due to inclement weather, other natural disaster, acts of war, or terrorism.
12. Artist stores their artwork at their own risk. Sonoran Arts League will provide security from check-in to the end of the Festival, but strongly encourages the artist to carry appropriate levels of theft, damage, and liability insurance to ensure their own and their patrons' protection.
13. Artist understands the decision of the Jury Committee of acceptance or rejection to the Festival is final. It is not necessary to be a member of the Sonoran Arts League to participate in the Festival. Membership or Juried status in the Sonoran Arts League does not guarantee acceptance, although all Members are welcome to apply.
14. **PLEASE NOTE: NO REFUNDS AFTER JANUARY 29, 2010.**

**RELEASE**

I hereby release, and forever discharge, Sonoran Arts League, its directors, officers, volunteers, and all sponsoring organizations from all liability claims and responsibility for personal injury, damages to artwork, equipment and materials as a result of my participation in the Sonoran Festival of Fine Art.

I give my permission to the Sonoran Arts League and its public relations firm, SK Communications to use my images for the purpose of advertising and marketing publicity.

By signing this form, I agree to abide by all rules set forth herein. Failure to comply with the rules may result in my being expelled from this Festival and ineligible for future Festival events.

I agree that photos submitted to the jury are current and representative of my work to be exhibited. **The Sonoran Arts League Festival Committee reserves the right to advise me of any work that does not meet their standards, and I agree that such work will be immediately removed upon request.**

Sign: \_\_\_\_\_ Date \_\_\_\_\_

**Please make a copy of the application for your record.**