

## **FALLFAIR ARTS FESTIVAL 2015 EVENT OVERVIEW** **CELEBRATING our 10th ANNIVERSARY!!**

### **FALLFAIR Arts Festival presented by the The Arts Alliance**

Saturday, September 19, 2015

Cottell Park  
5847 Irwin-Simpson Rd.  
Deerfield Township, OH 45040

April 18 - Artist Application Deadline

May 19 - Arts Alliance Artist Confirmation Deadline

May 30 - Artist Commitment Deadline

### **Event Overview**

CELEBRATING our 10th ANNIVERSARY! The FallFair Arts Festival is held on the grounds of Cottell Park. This lovely 50 acre park has ample parking, green space, playgrounds, restrooms, shade and electricity. You'll find your booth space to be quite spacious and comfortable.

We will feature up to 100 fine artists this year who will showcase their work in tents on the lawn.

The **FallFair Arts Festival** will take place Saturday, September 19, 2015 at the Cottell Park located at 5847 Irwin-Simpson Rd., Deerfield Township, OH from 11:00 a.m. - 5:00 p.m.

The approximately 3,000 - 5,000 attendees come from the Warren County region, surrounding suburbs and the greater Cincinnati area and beyond.

Marketing through newspapers, magazine, radio and on the web, is directed to these individuals with high disposable income and interest in the arts. The **FallFair Arts Festival** will be featured prominently in popular news outlets including the Cincinnati Enquirer and Cox Publications. Over 5,000 promotional postcards are distributed among businesses, artists and through the mail. We will promote the event through eflyers in our local schools. Street signage are also used to promote the event. Social Media outlets will be used, as well.

**Artist Amenities** Known for our hospitality, we make every effort to ensure that your day is enjoyable. Artists are welcomed at the registration station and then directed to their designated booth location. Once there, if you wish, volunteers will be on hand to help you unload your car and/or tent. We have a designated parking lot for our artists. Once you are unloaded, we ask that you move your car to the lot. The team of adult golf cart drivers will be on hand ready to take you back to your tent. At the end of the day, we offer the same service back to your car. We also make sure our artists start their day off with complimentary pastries and coffee. We offer water and fruit throughout the day. Booth sitters are available to artists throughout the day.

**Setup** - The Arts Alliance prefers white tents. All tents must be weighed down with your preferred weight . All tents are on grass.

**Early Setup** We offer Friday setup starting at 4:00pm. Please note, although we request that the Sheriff's Department make frequent visits through the park throughout the night, the park is not patrolled 24/7. Deerfield Township, nor The Arts Alliance will be held responsible for lost or stolen items.

## **Booth Application Instructions**

### DEADLINES:

Application Deadline: April 18, 2015

Acceptance Notification: May 19, 2015

Artist Commitment Deadline (on or before): May 30, 2015

The Booth Application, images and jury fee should be submitted by April 18, 2015. Materials must be postmarked by April 18, 2015. We accept Slides, CD's and photographs. Artists are required to submit three images on their original artwork and a photo of their booth display.

PLEASE DO NOT SUBMIT BOOTH FEE with your application and jury materials. PLEASE ONLY send the \$25 payment for the jury fee with your application. If accepted to the **FallFair Arts Festival**, then we will ask for payment for your booth fee. Booth fee is \$75.

The booth fee entitles you to a 10x10 space in the show. There is ample room for storage of your boxes and materials behind your tent. Each artist needs to provide their own tent. We prefer white tents be used. Artists are responsible for securing their tents with weights or sand bags. Tents cannot be secured into the pavement. There are double booth spaces available. Securing spaces with electricity is done on a first come first serve basis. Artists are allowed to share booth space ONLY if they present the same medium. There is an additional, non-refundable fee of \$25.00 required for a shared booth space. Double booth space requires an additional \$75.00.

**Jury** - The Arts Alliance requires three (3) photo images of various works of art and one (1) photo of your booth space.

### **Judging**

The **FALLFAIR Arts Festival** awards a Best of Show for outside Booths. 2015 monetary prize for BOS will be \$100. Also awarded are 1st place winners in each category. Each 1st place category winner will receive \$50. Artists are judged on their overall body of work, not on particular piece.

Judging Categories are as follows:

Ceramics	Drawing, Graphics, Printmaking	Painting
Fiber	Glass	Mixed Media
Jewelry	Metalwork, Sculpture	
Photography	Wood	

**Cancellation Policy:** The \$25 jury fee is non-refundable.

To receive the booth fee in its entirety, there is a 45 day out cancellation policy. Extenuating circumstances will be reviewed by the jury committee.

**Acceptance Policy:** Artist will be notified by email or email of acceptance by the date noted on the application. Artist then have until the said date to return their commitment notices to the The Arts Alliance and should include their \$75.00 booth fee payments and signed releases. In the upcoming

months following their commitment, artists will receive arrival instructions regarding arrival and parking at the event. If you don't have an email address, we will notify you by mail.

**Additional Booth Space:** Artists are more than welcome to purchase additional booth space for \$75.00.

The **FallFair Arts Festival** proceeds rain or shine.

Thank you for your participation in the **FallFair Arts Festival!**

Please feel free to contact us, anytime at 513-309-8585 or [info@the-arts-alliance.org](mailto:info@the-arts-alliance.org) or visit [www.the-arts-alliance.org](http://www.the-arts-alliance.org).