

**Del Ray
Artisans**

Holiday Market

Friday - Sunday



December

1 - 3 ★ 8 - 10 ★ 15-17

**Del Ray Artisans
2017 Holiday Market
Artist Application**

**Welcome new and returning artist exhibitors to the
2017 annual Holiday Market!**

Market hours: Friday 6-9pm, Sat & Sun 11am-6pm

Applications due Sunday, September 17, 2017

Questions? Contact Betsy Mead at Gallery@DelRayArtisans.org

As you fill out the application, we will ask specific questions that will need to be answered or it may delay your application process. Each weekend will still be designed as a “balanced market” so not all accepted artists are guaranteed their first choice weekend.

Artist Guidelines:

ELIGIBILITY: Participating artists may be Del Ray Artisans members or non-members. DRA members must be active by the application deadline in order to receive the member space rate.

The DRA gallery has limited space availability. DRA reserves the right to keep the variety of goods available balanced.

All work sold at the Holiday Market must be handmade by the artist selling the work and originals need to have been made within the last 3 years. Reproductions are acceptable as long as the original was made by the artist within the last 3 years.

DRA reserves the right to remove any item(s) from sale, at any time, for any reason. The artist may only sell artwork in the media category that was indicated on the artist's application.

Please ensure that you can commit to all 3 days/times for a weekend before submitting. (*Friday 6-9pm, Saturday & Sunday 11am-6pm - not counting setup and takedown*)

APPLICATION: This online application, including up to 3 images of the work to be sold, and your payment must be SUBMITTED by **Sunday, September 17, 2017**.

Artists wishing to share space may apply on the same application – please be sure to mark the media section appropriately.

Holiday Market Timeline:

- Deadline for Digital Submissions and [Space Fee](#) : **Sunday, September 17, 2017**
 - Artists will be notified by **September 29**.
 - **There will not be a mandatory artist meeting. However, artists will be sent a list of instructions and rules; electronic signatures will be required.**
 - Artist Installation: Thursday before selected weekend 6:30 – 8:30pm and Friday 2 – 5:30pm
 - Holiday Market Hours each weekend : Friday 6 – 9pm, Saturday & Sunday 11am - 6pm
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ONCE SELECTED:

- **NO REFUNDS** for cancellations and no-shows.
- You are expected to donate **10% of your total sales** (tax-deductible donation) to Del Ray Artisans **at the conclusion of your weekend** .
- Accepted artists are guaranteed to be in **one** Market weekend (either your first or second choice).
- DRA will publicize the event through printed materials, electronic media and local advertising. Artists will be expected to advertise by publicizing the show with DRA postcards (each artist will receive a stack) to send to their personal contacts and drop off at local businesses, as well as electronic files for social media marketing.

FOR YOUR SELECTED WEEKEND:

- Artists **must provide their own tables and/or displays** . DRA will provide folding chairs only. Gallery space is limited, so please be courteous to your neighbors.
- **Nothing should extend outside your allotted space** , including your chair.
- If you use Wall Space, then you must spackle and re-paint the wall at the end of your weekend. **Vendors are responsible for repairing the wall in their location.**
- DRA will provide hammers, nails and picture hooks, or you may bring your own.
- **No sticky hangers** are to be used on the walls.
- **No raffles or drawings** are allowed in your space.
- Artists (or their proxy during limited breaks) **must be present** during Holiday Market hours **AT ALL TIMES** to handle sales. DRA will not sell items on behalf of artists.
- Artists are responsible for their own sales, making their own change, and collecting sales tax.

If artists do not have their own means of making credit card sales, DRA will allow sales through DRA's Square Point of Sale (VISA, MasterCard, American Express). It will take approximately 4 weeks to receive a check from DRA (minus a total of 15%, which covers the bank's transaction fee of 5% of the sale and the 10% artist donation). Suggested alternatives for artists to use include SquareUp.com, ProPay, etc., so please look into those before signing the DRA credit card agreement.

Artists can set up the Thursday evening 6:30 - 8:30pm or Friday afternoon 2 – 5:30pm before your scheduled weekend. **All artists must be set up by 5:30pm Friday evening.**

Artist's Legal Name *

First Name

Last Name

Artist's Name for Publicity (if different)

Address

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Phone

Area Code

Phone Number

Email *

Are you a member of Del Ray Artisans? *

Yes

No

I don't know if my membership is current

Media Category and Description

Pick as many categories as needed to represent the work you plan to sell. Please note that if there are too many artists in any given category (jewelry, for example) some "multi-media" artists will be asked to reduce their items in that category.

For every "Category" selected, describe your type of work in the "Type of Media" box.

Upload up to 3 images of the work to be sold. Name your files: "YourLastName-FirstName-1", "YourLastName-FirstName-2", and "YourLastName-FirstName-3".

Category *

- | | | |
|--------------------------------------|--------------------------------------|----------------------------------|
| <input type="checkbox"/> Body Care | <input type="checkbox"/> Confections | <input type="checkbox"/> Fiber |
| <input type="checkbox"/> Glass | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Mosaics |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Pottery | <input type="checkbox"/> Other |
| <input type="checkbox"/> Wood | <input type="checkbox"/> Paper | |

Type of Media *

Describe your work for every category selected above.

Upload up to 3 images of the work to be sold

Upload Image(s)

Name: YourLastName-FirstName-#. Acceptable file types: pdf, jpg, jpeg, png, gif; Up to 5MB

Permission to reproduce any image included with this application for Del Ray Artisans publicity and archival purposes is automatically granted by the artist as a requisite for entering the market. Anyone not agreeing must contact the Technology Director at Technology@DelRayArtisans.org

Weekend Preference: Select your "1st choice" and "2nd choice" weekend below from the following: Weekend 1: Dec 1-3; Weekend 2: Dec 8-10; Weekend 3: Dec 15-17. **Please do not select the same weekend for both.** Your media, along with other artist participation, determines which weekend you will be in.

1st choice weekend *

2nd choice weekend

Space Options: You may request a booth or wall space. Details and pricing:

- **Booth/Table** = a 6-foot long space and approximately 4 feet deep. You can design your space with one table, multiple tables, displays, etc as long as you don't exceed your space.

Booth/Table Fee: 6-foot booth space - \$60/weekend (non-member \$85/weekend) plus 10% of total weekend sales.

- **Wall** = for 2D artwork ONLY. Spaces are either approximately 8 or 9 feet long and you can utilize from floor to ceiling – if you choose a half wall, you will share that space with another half-wall artist. You cannot choose which size wall you want – location is determined by the Office Manager to ensure a balanced market. Wall spaces can also include a bin as long as the bin **and your chair** do not extend out more than 2 feet.

Whole Wall Fee: approx. 8 to 9 feet - \$60/weekend (non-member \$85/weekend) plus 10% of total weekend sales.

Half Wall Fee: approx. 3.75 to 4.5 feet - \$40/weekend (non-member \$55/weekend) plus 10% of total weekend sales.

You must [pay the space fee](#) with your application; however, artists not selected will be refunded the space fee. **Cancellations and no-shows will NOT be refunded.**

Choose a Space Option *

Terms and Conditions

By checking the "I agree" box below:

I agree to abide by the policies and regulations set forth in this Holiday Market Application. I hereby release Del Ray Artisans, the Officers, Board of Directors, staff, volunteers and the City of Alexandria from any responsibility or personal liability to me from any damage, claims or loss in connection with this market.

Terms and Conditions Accepted *

I agree

Submit Application

After you click "Submit Application", you will be directed to the payment screen.