



March 3rd, 2009

Dear Patron:

TrueNorth Cultural Arts (501 c 3 non-profit organization) invites you to participate in this year's Arts Fest, sponsored by the City of Avon Lake, at Miller Road Park in Avon Lake on Saturday, July 4th. The festival features fine arts, family activities, food and all-day entertainment that celebrate the balance between creativity and nature through music, theater, visual arts and dance. The event concludes with the annual **TrueNorth Chorale and Symphony Patriotic Concert** performed against the stunning backdrop of the Lake Erie sunset, and **choreographed with this year's July 4th fireworks**.

We hope that you join us this year in celebrating the arts by registering for a booth as an exhibitor, vendor or sponsor at the festivals. We are expecting a greater response to last year's event, with over 50 exhibitors, food vendors, corporate and private sponsors to make the event one of the largest outdoor summer festivals in the City of Avon Lake. Our marketing focuses on communities surrounding Avon Lake in Lorain County including the western region of Cuyahoga County. With assistance and support from the City of Avon Lake including endorsements from KC Zuber, the Mayor of Avon Lake, we expect this year's Arts Fests to have the largest visitor turnout in the event's history.

Please join us by exhibiting at or sponsoring the Arts Fest 2009 festival. Exhibitor/Vendor Registration Applications are due to TrueNorth Cultural Arts by Friday, May 1st, 2009. For additional information, please visit our website at www.TNCArts.org or contact Rick Fortney at 440.724.7189.

Arts Fest Mission:

- To raise over \$15,000.00 in this year's Arts Fest to assist TNCA with general mission support that offsets annual operating expenses of the organization.
- To raise exposure for TNCA, the City of Avon Lake and Lorain County Metro Parks as advocates for creativity in the community, region and abroad.
- To raise awareness for a green community and nature preservation.
- To give local businesses an opportunity to advertise and promote creative initiatives within the community.

Arts Fest Details:

- Miller Road Park Event**
- Saturday, July 4th 2009
 - Miller Road Park, Avon Lake, Ohio
 - Setup: 12:00 noon – 1:30
 - Event Hours: 2:00 – the end of the fireworks

CONTENTS SUMMARY

Sponsorship Pricing & Information Details.....	Pages 3-4
Sponsorship/Advertiser Application.....	Pages 8-9
Exhibitor & Artist Pricing & Information Details	Page 4
Exhibitor & Artist Application.....	Pages 5-6
Exhibitor & Artist Terms & Conditions.....	Page 7
Juried Show Details	Page 10
Juried Show Application	Pages 11-12
Arts Fest/Miller Road Park Floorplan.....	Page 13

Sponsorship Pricing & Information Details

All sponsors will receive a complimentary 15" x 19" B&W booth sign, 2 name badges, and a listing in the July issue of the Lorain County Metro Parks Arrowhead publication, which has a circulation of 130,000. Free parking, unloading assistance and short-term hospitality booth sitting will be provided by event volunteers.

Platinum Sponsors – \$5,000.00* +

- 1 – 6' x 2' graphic banner near the stage
 - Exposure to attendees and participants and viewed by a captive concert/fireworks audience
- Arts Fest Magazine - Full Page Ad, circulation 3,000 (front inside, back inside or back cover)
- Listing in all 2009-2010 TrueNorth event program booklets with a circulation of 15,000 through concert and theater productions
- 1, 10'x10' space to exhibit
 - Focus on messages about community improvement, creative and/or green initiatives
- Sponsor Banner Ad on the TNCA and City of Avon Lake Websites
- Sponsor Announcement on Arts Fest Magazine and all printed and e-mail event notifications
- Sponsor acknowledgment in all 2009 TrueNorth live performance programs
- 100 Arts Fest fliers to publicize event
- Can submit 1,000 printed fliers/coupons to be inserted loose into Art Fest Magazine and given to attendants on the day of the event

Gold Sponsors - \$2,500.00*

- 1 – 4' x 2' graphic banner near the stage
 - Exposure to attendees and participants and attendees and viewed by a captive concert audience
- Arts Fest Magazine – 1/2 Page Ad, circulation 3,000
- Listing in all 2009-2010 TrueNorth event program booklets with a circulation of 15,000 through concert and theater productions
- 1, 10'x10' space to exhibit
 - Focus on messages about community improvement, creative and/or green initiatives
- Sponsor Banner Ad on the TNCA and City of Avon Lake Websites
- Sponsor Announcement on Arts Fest Magazine and all printed and e-mail event notifications
- Sponsor acknowledgment in all 2009 TrueNorth live performance programs
- 100 Arts Fest fliers to publicize the event
- Can submit 1,000 printed fliers/coupons to be stuffed into poly bags and given to attendants on the day of the event

Silver Sponsors - \$1,000.00*

- Arts Fest Magazine – 1/4 Page Ad, circulation 3,000
- Listing in all 2009-2010 TrueNorth event program booklets with a circulation of 15,000 through concert and theater productions
- 1, 10'x10' space to exhibit
 - Focus on messages about community improvement, creative and/or green initiatives
- Sponsor Banner Ad on the TNCA and City of Avon Lake Websites
- Sponsor Announcement on Arts Fest Magazine and all printed and e-mail event notifications
- Sponsor acknowledgment in all 2009 TrueNorth live performance programs
- 100 Arts Fest fliers to publicize the event
- Can submit 1,000 printed fliers/coupons to be stuffed into poly bags and given to attendants on the day of the event

Advertising Sponsor - \$100.00* +

Description	Dimensions	Cost
• Arts Fest Magazine Full Page Ad	8" x 5" (portrait orientation)	\$250.00
• Arts Fest Magazine 1/2 Page Ad	3.875" x 5" (landscape orientation)	\$175.00
• Arts Fest Magazine 1/4 Page Ad	3.875" x 2.375" (portrait orientation)	\$100.00
• TNCA, AL, Website Banner Ad	25pt x 125pt (landscape orientation)	\$150.00

Media Sponsors - \$75.00* +

Description	Size	Quantity	Cost
• Arts Fest Entrance Banner	8' x 4'	1	\$250.00
• Arts Fest Advertising Banners	4' x 2'	6	\$100.00/each
• Arts Fest Magazine	5.5" x 8.5" folded	5,000	\$2,000.00
• Arts Fest Posters	11" x 17"	250	\$500.00
• Arts Fest T-Shirts	misc. adult	250	\$1,000.00

* Electricity is available for \$25.00 additional. Please see Exhibitor/Vendor Registration Application for details on exhibitor packages.

Exhibitor & Artist Pricing & Information Details

* Note – The term “Exhibitor” includes **any** artisan, business or local organization who registers to exhibit in Arts Fest. Businesses and local organizations are encouraged to exhibit.

All sponsors, exhibitors and food/service providers will receive a complimentary 15" x 19" B&W booth sign, 2 name badges, and a listing in the Lorain County Metro Parks Arrowhead publication, which has a circulation of 130,000. Free parking, unloading assistance and short-term hospitality booth sitting will be provided by TrueNorth Volunteers.

Juried show will include artisan exhibitor representations reflecting “Expressions of Nature”. Prizes include:

Best of Show:	\$200.00
1 st Place:	\$150.00
2 nd Place:	\$100.00
Honorable Mention:	\$50.00

Food/Service Provider - \$100.00 + temporary food permit (see attached form)

- Listing in Arts Fest Magazine & on TNCA and City of Avon Lake Websites
- 10' x 10' space to sell select menu items
- 100 Arts Fest 2009 Fliers to publicize event

Exhibitor, including artisans, businesses and local organizations - \$75.00

- Listing in Arts Fest Magazine & on TNCA, Avon Lake Websites
- 10' x 10' space to exhibit/sell wares
- 100 Arts Fest 2009 Fliers to publicize event

* Electricity is available for \$25.00 additional. Please see Exhibitor/Vendor Registration Application for details on exhibitor packages.

2009 Arts Fest Exhibitor & Artist Application

Exhibitor Name: _____ Home Phone: _____
 Business Name: _____ Business Phone: _____
 Address: _____ Email Address: _____
 City: _____ State _____ Zip: _____

* **Exhibitor:** 10 x 10 Booth Space @ \$75.00 Quantity Required _____ Total Amount _____
 * **Food/Service Provider:** 10 x 10 Booth Space @ \$100.00 Quantity Required _____ Total Amount _____
 Electricity: \$25.00 per booth Quantity Required _____ Total Amount _____

Total Amount Due: _____

Application Deadline: May 1st, 2009

Payment Method: Payment by check (made payable to *TrueNorth Cultural Arts*) or credit card is due in full with application. Check or credit card transaction will not be processed until application has been accepted. Applicants who have not been accepted will have check returned or credit card transaction will not be processed. Visa, MasterCard, Discover, and American Express are all accepted.

List your Art/Craft Media (All): Example: Wood, floral, jewelry, etc. _____
 Please include, on a separate sheet, a representative list of the items to be sold in each media category and a price range of each item. You do not have to list every individual item.

Photo/Slides: You must include two (2) photos or slides of your work. The purpose of these photos/slides is to allow Festival Management to ensure a reasonable variety in exhibitors. Photos/slides will be kept if you are awarded booth space or placed on a waiting list. You must include a business size self-addressed stamped envelope with required postage if you want your remaining photos/slides returned.

Acceptance of Arts Fest Specifications & Requirements and the Application and Contract: If accepted, I/we the applicants have read this application, and festival specifications and requirements (listed in the application packet), and agree to abide by them in full. I/we further agree that if accepted, I/we are responsible for the entire booth fee, even if I/we the applicant cancel out of the festival. The undersigned exhibitor and his/her agent/s or assign/s do expressly release TrueNorth Cultural Arts, their agents, producers, management and employees, and the owners of the festival sites of and from any liability for any damage, injury or loss to any person or merchandise which may arise from the licensing and occupation of the exhibit space by the applicant/s, and agree to hold and save them harmless of any loss or damage to property or person. Exhibitor agrees that this is not a lease but only allows the exhibitor to use the space provided for the duration of the festival. If this licensing application is accepted, I/we give permission to use my name and/or company name, slides submitted and any photographs or videotape taken at the festival of me or my items for the purposes of marketing and promotion. TrueNorth Cultural Arts reserve the right to accept or reject any art/craft at their sole discretion. Exhibit space not occupied by the beginning of the Festival hours forfeits my exhibit space, and the space will be filled with a 'wait list' exhibitor. This is a violation of the contract and applicant will be held responsible for all booth fees and charges and may be canceled out of future shows at the discretion of festival management. All checks returned for non-sufficient funds (NSF) will be assessed a \$36.00 service fee for each check. I/we also understand that if I/we display items in my booth that were not included and approved when this application was submitted, that I/we will be required to remove them and/or face expulsion from the festival. Festival management at their discretion may change the opening or closing hours of the festival. Exhibitor may not display or sell another exhibitor's merchandise or share their space with another exhibitor unless approved by Festival Management. Exhibitor must be open during all event hours. TrueNorth Cultural Arts reserve the right to have offenders of any of these specifications and requirements and application and contract removed from the festival without refund. If TrueNorth Cultural Arts cancel the Festival before the Festival Date, a full refund of booth fees will be returned to the exhibitor with no further financial obligation or penalty to festival management.

Credit Card Number: _____ Expiration Date: _____

Name on Credit Card: _____

Exhibitor Signature: _____ Date: _____

TrueNorth Cultural Arts Signature: _____ Date: _____

Have you included the following with your application?

1. Fully completed application, must be signed and dated.
2. A sample inventory list of the items you will be displaying.
3. 2 photos/slides of your work.
4. Business size self-addressed envelope with required postage for the return of slides/photos.
5. Check (made payable to *TrueNorth Cultural Arts*) for payment in full or credit card information.

Mail all completed applications along with payment to:

**TrueNorth Cultural Arts
ATTN: Arts Fest Registration
4530 Colorado Avenue
Sheffield Village, Ohio 44054**

***See Exhibitor & Artist Information Page for Details on Exhibitor & Artist Packages**

Application Deadline: May 1st, 2009

2009 Arts Fest Exhibitor & Artist Terms & Conditions

1. Set-up and Tear-down: Festival hours are Saturday, July 4th from 2:00PM until the completion of the fireworks, estimated at 10:30PM. Set-up may be started as early as noon on Saturday, July 4th.

2. Merchants: Festival management will select exhibitors based on application submissions with attachments. It is the goal of the selection process to ensure a variety of types of merchandise being displayed and sold. Exhibitor can display or sell only merchandise as listed on the attached application. Festival management at their discretion may require that an individual exhibitor modify its display and selection of merchandise to comply with the information supplied with the application.

3. Insurance: Festival Management recommends that each exhibitor carry Comprehensive General Liability Insurance at their own expense. Any exhibitor selling food items or providing activities for children must liability insurance

4. Exhibitor Parking: Exhibitors will be assigned to an exhibitors' parking area. Vehicles may be temporarily parked near booth locations only for short periods of loading and unloading of exhibitor materials during the set-up and tear-down periods. You must park in designated areas. Violators will be towed at owner's expense. You are not permitted to park your vehicle or trailer next to your booth. Your vehicle must be parked in the exhibitor parking area 30 minutes prior to the opening of the festival.

5. Exhibitor Behavior: Exhibitors' displays cannot interfere with adjacent exhibitors or extend into aisle ways or beyond assigned booth space. No radios, televisions, or public address systems permitted. Cat calling or calling out to customers or unwanted intrusions into customers' activities are not permitted. No alcohol, smoking or pets, in or near your booth.

6. Booth Staffing: Exhibitors booths must be staffed and open during all event hours.

7. Demonstrations: Exhibitors are encouraged to demonstrate their art/craft during the festival. This adds greatly to the festival and your booth

8. Food & Beverage Sales: Food & beverage vendors have the exclusive right to sell these items and distribute samples. Food and beverage may not be sold or distributed by arts & crafts vendors.

9. Theft/Damage: Neither festival Management, sponsors, nor the facility owners assume any responsibility for damages or theft of booth or merchandise.

10. Rubbish & Trash: Bulk rubbish and trash must be taken to the designated trash areas before, during and after the festival as needed. Please keep your booth clean and uncluttered. Do not use the public waste containers: they are provided for customer use only.

11. Extension Cords: Only booths that have been assigned for electrical use may use extension cords, and all electrical extension cords and electrical plugs must be the 3-wire type heavy-duty type and U.L. approved.

12. Codes: Exhibitors must conform to all local fire regulations and all booth materials must conform to all local fire regulations. Electric may be limited to a certain wattage in each booth if a problem occurs with power outages. Questions pertaining to codes may be addressed to City of Avon Lake, 150 Avon Belden Road, Avon Lake, OH 44012.

13. Subletting of Space: Exhibitors may not sublet any portion of their space to another exhibitor. Exhibitors may not display or sale other exhibitors' merchandise without the approval of Festival Management. Exhibitors may not submit an application on behalf of another exhibitor or submit an application under an assumed name.

14. Hold Harmless: True North Cultural Arts, their agents, festival sponsors and property owners will not be liable for refunds or any other liabilities whatsoever for the failure to fulfill this contract due to fire, or other calamity, or by an act of God, public enemy, strikes" statutes, ordinances or legal authority or any other act beyond the control of True North,, etc., which makes it impossible or impractical to hold the festival.

15. Jurisdiction: This contract shall be deemed to have been made in the State of Ohio, County of Lorain, and shall be interpreted in accordance with the laws of such state and county. In the event that legal action is required to enforce this contract or any of the terms thereof, such action shall be brought in the Courts Lorain County, Ohio, & the exhibitor expressly consents to the jurisdiction of such courts. The parties agree to accept service of process in such action by ordinary mail sent to their business addresses as set forth in this contract. These specifications and requirements, the application, and the acceptance letter issued in response to Exhibitor's application represent the entire agreement between TrueNorth Cultural Arts as Festival Organizers and the Exhibitor.

Arts Fest Magazine Advertising Supported Files and Formats: Artwork must be submitted digitally in EPS, TIF or PDF format and must be CMYK at 300dpi. All type must be converted to paths. No fonts will be accepted. The files must be emailed to kristi@buonavistacg.com and received no later than May 15th 2009. Please contact Rick Fortney at 440.724.7189 for special requests or additional information.

Website Banner Ads Supported Files and Formats: Artwork must be submitted digitally in JPEG format and must be RGB at 72dpi. The files must be emailed to kristi@buonavistacg.com and received no later than May 15th 2009. Please contact Rick Fortney at 440.724.7189 for special requests or additional information.

Payment Method: Payment by check (made payable to *TrueNorth Cultural Arts*) or credit card is due in full with application. Check or credit card transaction will not be processed until application has been accepted. Applicants who have not been accepted will have check returned or credit card transaction will not be processed. Visa, MasterCard, Discover, and American Express are all accepted.

Credit Card Number: _____ Expiration Date: _____

Name on Credit Card: _____

Sponsor Signature: _____ Date: _____

TrueNorth Cultural Arts Signature: _____ Date: _____

Have you included the following with your application?

1. Fully completed application, must be signed and dated.
2. Check (made payable to *TrueNorth Cultural Arts*) for payment in full or credit card information.

Mail all completed applications along with payment to:

**TrueNorth Cultural Arts
ATTN: Arts Fest Registration
4530 Colorado Avenue
Sheffield Village, Ohio 44054**

Application Deadline: May 1st, 2009

2009 Arts Fest Juried Show Details *(*tentative and subject to change)*

Juried Show Details

Each registered exhibitor is permitted to enter one piece into the juried show free of charge. Each additional entry is permitted with a fee of \$15.00/piece. All non-exhibitors may enter the juried show for a fee of \$25.00 per entry. Entry fees paid on the day of the event must be paid in cash.

Please submit each entry with the attached entry form. Additional entry forms will be available the day of the event during check-in hours from noon – 1:30PM. Forms may be obtained at the TrueNorth Information Tent on the day of the event. Late entries will not be accepted into the show.

Times:	Show submissions deadline:	2:00PM
	Show times:	3:00PM – 7:00PM
	Judging times:	4:00PM – 5:00PM
	Awards Ceremony:	7:00PM – 7:15PM, at the main stage

1. Registrants may submit a single creative piece in any media, reflecting interpretations of Expressions of Nature. Entry fees paid on the day of the event must be paid in cash.
2. Show entry forms are included in the registration packet. Completed forms, along with the artwork, must be delivered to the Main Gazebo (see floor plan for location) no later than 2:00PM on the day of the event.
3. Winners will be notified after judging is complete, and announced at the Awards Ceremony on the Main Stage at 7:15PM. Winners will be asked to join the jurors on stage to receive the award and to participate in a 15 minute photo shoot following the ceremony. TrueNorth cannot provide hospitality booth-sitters during this event, as all exhibitors will be encouraged to enter. Please make alternate arrangements for booth-sitting during the Awards Ceremony.
4. **WINNERS MUST BE PRESENT FOR THE AWARDS CEREMONY.**

Judging Process:

1. An independent Judge gives each piece five scores.
2. Those five scores are averaged together to form that Judge's overall score of each piece.
3. Steps 1 & 2 are repeated for each of a piece's five Judges.
4. The overall scores of each piece's five Judges are averaged together to form that piece's overall score.

Parts of the Overall Score:

Keep in mind that although each of these criteria are worth 100 points they will be averaged together. So a perfect score for an art piece is also 100 points.

1) Creativity & Originality	100 possible points
2) Quality of Craftsmanship	100 possible points
3) Theme Conveyance, "Expressions of Nature"	100 possible points
4) Uniqueness	100 possible points
5) Composition & Design	100 possible points

Prizes Include:

Best of Show:	\$200.00
1 st Place:	\$150.00
2 nd Place:	\$100.00
Honorable Mention:	\$50.00

2009 Arts Fest Juried Show Entry Form

Artist Name	
Exhibit #	
Address	
City, State, Zip	
Home Phone	
Cell Phone	
Email Address	
Take Custom Orders?	Yes No
Additional Notes	

INVENTORY	QUANTITY	DESCRIPTION	SALE PRICE	OFFICE
		Title: _____ Medium: _____ Size: _____		
		Title: _____ Medium: _____ Size: _____		
		Title: _____ Medium: _____ Size: _____		
		Title: _____ Medium: _____ Size: _____		

		Title: _____ Medium: _____ Size: _____		
		Title: _____ Medium: _____ Size: _____		

1. This agreement is a confidential agreement between TrueNorth and the artist. Both parties agree not to discuss its contents with anyone other than each other and such party's accountant, attorney, or other advisor with a professional purpose with respect to such discussion.
2. Breach or violation of any clause in this agreement constitutes default of the agreement and may result in immediate termination of this agreement.
3. All art work must be the original creation of the entering artist. It must exemplify the characteristics of fine art.
4. Special conditions if any:

Please note that photographs taken at Arts Fest may include photos of the entered artwork and can be used in marketing and publicity for the purpose of advertising TrueNorth. All entries for the Arts Fest 2009 juried show agree to allow TrueNorth to use any photography taken at the event for promotions of any kind.

Artist Signature

Date

Representing TrueNorth Cultural Arts
4530 Colorado Avenue
Sheffield Village, Ohio 44054

Date

2009 Arts Fest Floor Plan (*tentative and subject to change)

