

Del Ray
artisans

Holiday Market
Friday - Sunday
December

2nd - 4th 🍎 **9th - 11th** 🍎 **16th - 18th**



Welcome new and returning artist exhibitors to the 21st annual Holiday Market!

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

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 can be members of Del Ray Artisans 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. The Committee 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.

The Committee 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 **[deadline extended to] Sunday, September 18, 2016.**

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 Entry Fee **extended to: Sunday, September 18, 2016**
- Artists who submitted by the original deadline (August 19) will be notified by Friday, September 2 of artist acceptance. Artists who submit after August 19 will be notified after September 18.
- Mandatory Artist Meeting: **Thursday, September 15, 2016 at 7pm** for artists who received acceptance by September 2. For artists who applied after August 19, another meeting will be held (date & time TBD).
- 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

ONCE SELECTED:

Cancellations and no-shows will NOT be refunded.

You are also 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). Participating in more than one weekend (which is very rare) will be determined by the media and interest level of participating artists – artists chosen to set up for a 2nd weekend will be contacted soon and will be required to pay for that

space in order to secure it.

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 very limited, so please be courteous to your neighbors.

For Wall artists:

- You are welcome to bring your own but DRA will provide hammers, nails and picture hooks.
- No sticky hangers are to be used on the walls.
- Walls will need to be spackled and re-painted after EACH weekend is over. Each vender is responsible for repairing wall(s) in their location.
- A bin and/or table can be used in addition to the wall, but nothing should extend more than 2 feet from your wall space, including your chair.

No raffles or drawings are allowed in your space. Customers visit the Market to purchase handmade art.

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 collection of sales tax.

DRA will allow artists to take credit cards through the DRA Square (VISA, MasterCard, American Express) so that sales won't be lost; however, please be aware that 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). There are other alternatives, such as 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 *

Body Care

Confections

Fiber

Glass

Jewelry

Mosaics

Photography

Pottery

Other

Type of Media *

Describe your work for every category selected above.

Upload up to 3 images of the work to be sold

Name: "YourLastName-FirstName-#". Acceptable file types: pdf, jpg, jpeg, png, gif; Up to 3MB

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. 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. See pricing structure below for the space **plus 10% of total sales** (tax-deductible donation) back to Del Ray Artisans.

- **Booth** = 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 Fee: 6-foot booth space - \$60/weekend (non-member \$85/weekend)

- **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 Committee 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)

Half Wall Fee: approx. 3.75 to 4.5 feet - \$40/weekend (non-member \$55/weekend)

*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 Entry Form

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