

Arts on the Alley

Juried Art Festival

Participation Information

Since it began in April 2003, *Arts on the Alley* has become an essential cultural ingredient of Historic Downtown Seneca and its' surrounding areas. *Arts on the Alley* presents a series of admission-free events in the downtown area of Seneca during each of its' two days. *Arts on the Alley* will be **May 28 and 29, 2010**. Produced and directed by Ram Cat Alley Merchant Association, *Arts on the Alley* showcases and promotes local and regional artists/performers. It is the mission of *Arts on the Alley* to bring together the entire community by making the festival available to everyone. This will be a juried show. Best In Show will receive \$300 from the Ram Cat Alley Merchant Association.

Eligibility

- Open to all artists
- Works must be created by the entrant
- Works in all media with the exception of imported items, commercial molds, paint by number, items from kits or patterns, dried flower arrangements, decoupage and decal crafts, machine-made or mass-produced items or commercial prints
- Fine art prints will be eligible for exhibit but may constitute only 85% of artist's total display and must be signed and numbered

How to Apply

You must submit three (3) photographs or slides of your work. Work shown must be representative of current work, and no more than five years old. These should be sent in with your application and fee. They may be used for publicity and should be labeled appropriately. They will be returned to you in your packet on arrival.

Fees

Artists will pay a \$100 fee that will cover the City of Seneca business license fee and security for Friday evening. If you are not accepted, the \$100 fee will be returned to you with your notification letter. This business license is valid for one year and can be used 3 times during this year in the City of Seneca for other events. **For returning artists:** You will be given a \$10 referral fee for *each* new participating artist you refer to *Arts on the Alley 2010*.

Booth Specifics

- *Arts on the Alley* will take place on Ram Cat Alley in downtown Seneca, S.C.
- Each exhibitor will be provided a space to accommodate a 10' x10' tent. The event takes place on a paved surface, which prohibits anchoring any supports into the ground.
- Exhibitors are responsible for providing racks, tables, display units or other fixtures suitable for outdoor use. Exhibitors are encouraged to prepare for any inclement weather including the possibility of winds, with appropriate rain covers, tie-downs and weights.
- Electricity is available if designated on the application.
- Ram Cat Alley Merchant Association will furnish outside security Friday night, but exhibitors' discretion is advised. **The Ram Cat Alley Merchant Association assumes no responsibility for loss or damage from any cause whatsoever.**
- Festival hours are Friday, 1:00pm to 9:00 p.m. and Saturday, 10:00 a.m. to 6:00 p.m. Exhibitors are required to remain open during these times.

Sales

Artists will be responsible for handling their sales and should plan to have change and

other financial necessities. Artist will be responsible for collection of South Carolina sales tax. The City of Seneca business license will be given to you in your packet on arrival and should be available if asked for.

Advertising and Publicity

An effective marketing campaign to attract buyers is being implemented. Publicity utilizing newspapers, magazines, radio, a web site, posters, postcard mailers, emails, billboards, co-operatives with the City of Seneca and press releases guarantee a successful fine arts festival.

Dates and Deadlines - Arts on the Alley May 28 and 29, 2010

March 15 Poster submission deadline
April 5 Application deadline for participation (postmarked)
April 12 Acceptance notification to artists (fee returned if not accepted)
May 10 Artist's packet received with festival details
May 28 Set up 10 – 12:30 p.m.
May 29 Break down of areas 6 – 7:30 p.m.

Arts on the Alley Juried Art Festival Application

Name: _____

Address: _____

City/State/Zip: _____

Telephone: _____

*Tax ID or Social Security Number: _____

• This information is needed for the City of Seneca business license. If you have a City of Seneca business license, please put the number here and identify it as a city business license.

Email Address: _____

Website (if available): _____

Returning Artist (Y or N): _____ If No, Referred By: _____

Number of 10 x 10 spaces needed: _____ Electricity needed? _____

(reminder, each space is \$100 for the 2 days)

Category (Select one category, maximum two categories per artist.)

Baskets Ceramics Digital Art

Drawing/Pastel Fiber Decorative Fiber Wearable

Glass Graphics/Printmaking Jewelry

Metalwork Painting Photography

Sculpture 3-D Mixed Media 2-D Mixed Media

Watercolor Woodwork

If applying in an additional category, check here _____.

Category? _____

Mail to:

Ram Cat Alley Merchant Association

c/o Porta Portese

112 Ram Cat Alley

Seneca, S.C. 29678

For further information contact 864.882.0300 or email at artsonthealley@yahoo.com