



# 2010 MidSummer's Dream

Ashland's Premier Art & Music Festival  
June 12 & 13, Ashland, Oregon  
Art & Craft Application  
**Deadline April 25, 2010**



**Name :** \_\_\_\_\_  
Last First Business Name

**Address:** \_\_\_\_\_  
Street / PO Box

City State Zip

**Numbers:** \_\_\_\_\_  
Phone e-mail/website

**Describe your Art/Craft:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (other side if necessary)

**Space:** Most spaces are 10' X 10'. If you have special needs, email Rob from the bottom of Info Page, by clicking on his name. **ONLY 80 SPACES ARE AVAILABLE.** Applications are considered in the order of their arrival.

**Jurying:** All Art and Craft must be of original design and made by the person who is selling it (or a family member). **NO IMPORTS.** Please include 3 photos of your work and one of your booth--4 total. An optional photo of yourself with your work, for **promotion** of the Festival would be great! **Deadline for application is April 25, 2010 (however, preference given to early entrants).**

**Fees:** Booth Space fee \$85.00 + \$10.00 non-refundable Jury fee (two checks) + 10% collected at the end of the show on Sunday. **LAMA MEMBERS send no jury fee, but photos are required.**

**IMPORTANT NOTE:** If you are not accepted, we will refund your \$85.00 application fee only. You will be notified **via email** by May 5th to inform you if you are in. Please include an SASE for the return of your pictures. **10% commission of gross sales will be collected at the end of the festival--4% or gross sales goes directly to support Ashland Schools, the remaining 6% helps with Fair expenses.** You can email Rob ( Artisan Coordinator) from the *Info Page* with your questions ~ [www.MidSummerFest.com](http://www.MidSummerFest.com)

**Make 2 separate checks payable to: Lithia Arts Guild**  
and send to: **Lithia Arts Guild**  
**MidSummer's Dream Craft Coordinator**  
**265 North Main Suite B**  
**Ashland, Or. 97520**  
**artwing@mind.net**

**Read this :** I hereby agree to hold harmless the Lithia Arts Guild of Oregon, their members, participants, and officers thereof, from any and all claims arising from loss, theft, damage, or other, of my products or personal property, and from any injuries to me, my customers, employees, family or acquaintances. No refunds awarded due to rain, or other acts of God and nature. By signing this agreement you acknowledge and accept the terms of this contract.

**Signature :** \_\_\_\_\_ **Date:** \_\_\_\_\_

# 2010 MidSummer's Dream

## Ashland's Premier Art & Music Festival



MidSummers' Dream Festival  
c/o Briscoe ArtWing  
265 N Main Suite B  
Ashland, Oregon 97520

Rob Joseph  
(541) 482-6753  
rolite@mind.net

March 2010

Dear Artist or Artisan,

Spring feels like it is right around the corner, and we are underway with preparations for the 6th Annual MidSummer's Dream Art & Music Festival ~ Ashland's Premier Art & Music Festival.

You are invited to apply to this year's event. The event is hosted by Lithia Arts Guild of Oregon, and the Briscoe ArtWing. It will take place on the grounds of the former Briscoe Elementary School at 265 North Main Street in Ashland, and will be held Saturday, June 12 and Sunday, June 13. The times of the event are Saturday 10-6 and Sunday 11-5. There is an after-party planned for the Artisans Saturday night inside the ArtWing. We will begin setup on Friday afternoon (June 11th). This is a juried fine art and craft show. All work must be original, well crafted, and offered for sale by the person who made it (or a family member). Friends may help if the Artist is present.

**Artisans will be featured** in this year's promotional material. In the past we have been compelled to mostly use Musician's photos to promote the Festival. The reason for this is: Musicians have consistently supplied us with much better promotional pictures than Artisans! If you have pictures of yourself, with your work, please include them with your application. We need to emphasize, and then reemphasize, that Artisans are people who live, work and spend their income in the region; and that by patronizing us, the entire Community will move closer to Regional Economic Security. **Let's put a face on it ~ send us your pictures!**

**THE GUILD:** Briscoe ArtWing and the MidSummer's Dream Art & Music Festival are projects of The Lithia Arts Guild of Oregon, a 501(c)3 nonprofit corporation. The Guild and Lithia Artisans Market of Ashland (LAMA) are sister corporations, in that they were both founded by the same community for the purpose of serving the Arts. The ArtWing occupies 6 classrooms in the former Briscoe School, and provides studio space for Artists & Musicians from the region. Residents spend a minimum of 270 hours per year working with students in the Ashland School District. Most of the proceeds from the Silent Auction purchase art supplies to enrich the the classes we offer Ashland students, with the remainder covering incidental expenses we incur throughout the year. 4% of all sales goes directly to Ashland Schools making MidSummer's Dream a major fund raiser for the District. All other fees paid by yourselves, the Artists, go to cover promotional expenses and the cost of producing the show. Last year the City of Ashland gave us \$5,000 that was spent on entertainment for the Festival.

Thanks to all of you who participated the last five years, the show has been a great success! We will again have two stages of live music and talent, delicious food on sight, and various fun activities. Estimations put the attendance last year at between 5000-10,000 patrons and we plan on seeing many more this year. This 6th Annual Event is still growing, and as such we are attempting to make it accessible to as many as possible by keeping the entry fee low. We are capping artist entries at 80. That means get your applications in soon, as early entry will help to assure you a space. All accepted applicants may also be asked to donate an item for a silent auction. A huge thank you to those who donated last year.

**IMPORTANT DATES :** The dates of this show are, **June 12 & 13**. Applications must be in house by **April 25th, 2010-- Deadline for Application Filing**.

**SPACE:** Booth spaces are mostly 10 X10. We also have a number of spaces that are 10 wide by 8 deep. If you are able to go with the 10 X 8 layout please indicate on your application. This is an outdoor show, on grass, under the trees on the front and

back lawns of the old Briscoe School. You obviously need to plan for the possibility of rain, but we will pray for sun and a beautiful weekend. This is a high visibility location as it is located alongside the main entry from the north coming into Historic Downtown Ashland. Booth assignments and set-up times will accompany your acceptance email. We are trying to handle as much as we can online, however if you are not computer savvy we can mail you the Application.

**APPLICATIONS:** In order to be considered for entry in this event, we must receive your application no later than the **April 25th deadline, however, the sooner the better**. If we have an overabundance of applicants, preference will go to applicants whose applications get to us first. We are capping the number of entries at 80 this year, so act now!

**FEES:** **Art and Craft spaces \$85 + \$10 non-refundable jury fee, plus 10% commission** at the end of the show. LAMA members are exempt from the jury fee. We may also ask all accepted entries to donate something for our silent auction.

**IMPORTANT NOTE:** A \$10 jury fee must be included as a separate check if you are not already a member in good standing with The Lithia Artisans Market of Ashland. Members of the Lithia Artisans Market of Ashland need not send the additional jury fee.

**JURYING:** All prospective arts and crafts will be juried. Please send with your application **4 or more photos** (not slides): at least 3 showing your craft, one photo showing your booth. A promotional photo of yourself with your work would also be appreciated. Please label these photos on the back for easy identification. There is a \$10 nonrefundable Jury fee which should be included in a separate check. Please include an SASE for the return of your photos.

**PROMOTION:** The festival will promote itself with a flyer campaign and direct mailing to an extensive customer base. We will run ads on Jefferson Public Radio; print advertising will include The Ashland Daily Tidings, The Mail Tribune, The Sneak Preview (a monthly magazine featuring what is up in Ashland, Medford, and Grants Pass), The Locals Guide, Walkabout, and more. We will be sending press releases out for community calendars, event boards, etc.. We will do our best to make the event a success.

For more information on the show, or friendly suggestions, please feel free to contact me. You can email me, Rob, at [rolite@mind.net](mailto:rolite@mind.net) or (541) 482-6753.

Thank You & Peace,

Rob Joseph (Artisan Coordinator)  
Jim Young (Festival Director)