



2011 MidSummer's Dream

Ashland's Premier Art & Music Festival
June 11 & 12, Ashland, Oregon
Art & Craft Application



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 (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!

FEES: All Vendors will be charged 10% commission on sales. NonMember booth fee is \$75 before May 1st, \$85.00 after. Current LAMA MEMBERS \$40 before May 1st, \$50 after.

IMPORTANT NOTE: If you are not accepted, we will refund your application fee. You will be notified *via email* if you are in or not. 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

Make checks payable to: **Lithia Arts Guild**
Send application & payment to: **Lithia Arts Guild**
MidSummer's Dream Craft Coordinator
265 North Main Suite B
Ashland, Or. 97520
Email: **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: _____

2011 MidSummer's Dream
Ashland's Premier Art & Music Festival



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

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

March 2011

Dear Artist or Artisan,

Spring feels like it is right around the corner, and we are underway with preparations for the 7th Annual MidSummer's Dream Art & Music Festival ~ Ashland's Premier Art & Music Festival.

You are invited to apply to this years 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 11 and Sunday, June 12. The times of the event are Saturday 10-6 and Sunday 11-5. This is a juried fine art and craft show. All work must be original, well crafted, and offered for sale by the maker (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 send, via email, a large jpeg to Jim at jry@mind.net. We need to emphasize, and then reemphasize: 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 each sister corporations, separate but related, voices of the Art Community. 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 six 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 7,000 & 10,000 patrons and we plan on seeing many more this year. This 7th 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. All accepted applicants will be asked to donate an item for the Silent Auction. **The money raised in our Silent Auction is used to purchase art supplies for student projects in the Ashland School District.** A huge thank you to those who donated last year.

IMPORTANT DATES & TIMES : June 11 & 12 ~ 10 to 6 on Saturday & 11 to 5 on Sunday . Application fees will go up after May 1st.

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. The ArtWing is a high visibility location: on Main St. just north of 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.

FEES: All Vendors will be charged 10% commission on sales. NonMember booth fee is \$75 before May 1st, \$85.00 after. Current LAMA MEMBERS \$40 before May 1st, \$50 after.

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. 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, 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.

Thank You & Peace ~ Rob Joseph, Marcus Scott, Jim Young