

2010 MidSummers' Dream
~Ashland' Premier Art & Music Festival~
June 12 & 13, Ashland, Oregon
(541) 482-6753

Join Us!

You are invited to apply for the 5th Annual "MidSummer's Dream- Ashlands' Premier Art & Music Festival". This event is hosted by The Lithia Arts Guild of Oregon and The Briscoe ArtWing. It will take place on the grounds of the Old Briscoe School on North Main Street in Ashland, and will be held Saturday, June 12 and Sunday, June 13. This is a juried fine art and craft show. All work must be original, well crafted, and made by the person who is selling it, or a family member. **No imports** will be allowed at this show. The host of this show is a non-profit organization and all proceeds above operating expenses will go to help The Briscoe ArtWing and The Lithia Arts Guild of Oregon.

Thanks to all of you who participated the last four 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 is still only a 6th Annual Event, and as such we are attempting to make the event accessible to as many as possible by keeping the entry fee as low as possible. All accepted applicants may also be asked to donate an item for a raffle. A huge thank you to those who donated last year.

IMPORTANT: The dates of this show are **June 12 & 13**. Setup will be Friday Late Afternoon. For the food vendors, you will not be able to set up before 4:00 PM, but that should be ample time. Sorry for the delayed time, school is in session in the building on Friday. The buses will be clear by 4:00 PM.

SPACE: The booth space for food vendors is on flat asphalt with limited electrical access. It is close to the Main Stage of this event and a relatively high traffic volume area. Gray water disposal is available but limited. Garbage, porta-potties, and hand washing stations are nearby.

APPLICATIONS: ASAP These are coming to you a bit late. The sooner I know you wish to participate, the sooner I can make determinations regarding space allocation, etc..

FEES: Food Vendor spaces \$95 plus 10% commission at the end of the show. We may also ask all accepted entries to donate something for our raffle.

HEALTH PERMITS: All accepted food applicants must obtain ,from Jackson County,a weekend permit. The cost of this permit is \$90 and can be purchased by calling Jackson County Health at 774-8202, Linda or Lisa can answer any questions you might have. I have a small stack of these permits and will send them out to you once your application is accepted. You must register because the Health Department will come by on Saturday morning to check on compliance.

JURYING: Applicants who apply early will receive preferred status. Space is limited. A total of 8 food and desert vendors is about all the space affords.

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 or phone (541) 482-6753.

Thank You & Peace, Rob Joseph (Food & Artisans Event Coordinator)