Dear Artist,

Western Carolina University’s 45th annual Mountain Heritage Day will be held on Saturday, September 28, 2019 from 10am – 5pm!

Mountain Heritage Day is a one-day, free outdoor festival where 15,000+ visitors enjoy multiple stages of live entertainment, over 130 juried arts and crafts booths, unique food, and tons of family-friendly activities celebrating Appalachian mountain culture.

Now is the time to apply to be an ARTS & CRAFTS VENDOR. To maintain a quality show, we jury all applicants, regardless of past participation. We are proud to showcase some of the finest juried arts and crafts in the southeast, giving cash awards to the best-judged artists and craftspeople in four categories: Best in Show, First Place, Second Place and Best Booth Display. Winning artists will receive sign recognition at their booth, a cash award, post-event mention on social media, and will be accepted next year without paying an application fee.

We invite you to apply for consideration in this vibrant festival in the mountains of Western North Carolina. Please review the enclosed application package and submit by April 28, 2019. If you have any questions regarding the festival, please contact me. Thank you for your interest; I look forward to receiving your application!

Best wishes,

Stacy MacGregor
Director of Special Events
Western Carolina University
530 H.F. Robinson Building
Cullowhee, NC 28723
p. 828.227.3039
e. smacgregor@wcu.edu

Follow us on
Facebook www.facebook.com/MountainHeritageDay
or visit www.mountainheritageday.org for event updates!
**ARMS & CRAFTS VENDOR GUIDELINES**

*Read carefully before applying - Save these pages for your records*

**Festival Date:** Saturday, September 28, 2019  
**Hours of Operation:** 10 AM – 5 PM  
**Location:** Western Carolina University Campus  
Cullowhee, NC 28723  
Mountain Heritage Day is an outdoor festival and is held rain or shine.

**Application Deadline:** April 28, 2019

**Application Instructions:** Incomplete applications will not be considered, regardless of past involvement.
All applications must include the following:

- Five HIGH quality images of your most recent work in order to be juried (four of work and one of booth display). Email jpg photos.
- Signed and completed application form
- Non-refundable $15 application fee (check or money order) made out to: Mountain Heritage Day

**Mail Application, Photos and Payments to:**  
Director of Special Events  
Western Carolina University  
530 HF Robinson Building  
1 University Drive  
Cullowhee, NC 28723

Digital applications may be submitted via email to MHD@wcu.edu, but will not be accepted until the application fee is received. If you are accepted, digital photos help us to promote you on Facebook and the MHDay website.

**Jury & Process:**
A Jury Committee of experienced artists and gallery owners will review all applications and select vendors.  
- Send your best and most current photos— they are an important factor in your acceptance or non-acceptance. Selection is based on quality of work, originality, creativity and booth display.
- Artists are juried by medium, e.g., Glass, Leather, Painting, etc. – so please select accordingly on your application.
- Applications are juried anonymously.
- The Jury Committee’s decisions are final.
ARTS & CRAFTS VENDOR
GUIDELINES
- Read carefully before applying -
Save these pages for your records

Application & Booth Fees
• Non-Refundable Application Fee (received/postmarked by April 28, 2019) $ 15
• Non-Refundable Application Fee (received/postmarked after April 28, 2019) $ 30
• 15’ x 15’ Booth Fee $150
• 15’ X 30’ Booth Fee $290

Guidelines:
All vendors and their associates are responsible for following the guidelines. If you fail to comply with the guidelines you may be asked to leave the festival, without refund.

• Booth spaces are 15’X15’ - location is determined by the MHDay Committee after all fees are paid.
• Artist(s) accepted for participation in the show must be in attendance during the festival.
• Artists must supply their own tent, tables, chairs, and display materials. Electricity is NOT available.
• Sales are limited to the work photographed/described in your application, thus approved by the Jury Committee. Failure to adhere to this policy will result in dismissal from the festival without refund.
• All products must be handmade by the Artist. Traditional crafts are encouraged. No machine-manufactured, mass-produced, imported, pre-formed, pre-cut or kit items are allowed. No commercially manufactured items, imported items or balloons are allowed. No crafts constructed from man-made materials (e.g., plastic, PVC pipe, etc.) are allowed; no pre-made items from other merchandisers (e.g., Wal-Mart) are allowed
• No commercially made T-shirts and/or other branded items
• No selling or giving away food or beverages unless they are a juried product or you are an approved “produce” vendor
• No raffles and/or auctions
• No generators or loud sound systems are allowed
• No selling or solicitation outside of assigned booth space
• No pets except service animals
• Vendors must stay open to the public until 5pm. No vehicles will be allowed onto the grounds until 5:30pm or festival management deems it safe
• The festival is held outdoors, rain or shine. There are no refunds due to weather.
• A $30 transaction fee will be charged for any check returned for non-sufficient funds (NSF); application may be disqualified at the discretion of the MHDay Committee.
• No crafter will be juried or booth assignments made until all fees are fully paid
• Cancellations in writing by August 31, 2019 will receive a 50% refund.
• Your signature on the Application Form constitutes an agreement to be bound by the stated policies
• WCU/Mountain Heritage Day is required by state law to collect your sales tax number. Please visit www.dor.state.nc.us. Vendors are responsible for collecting and reporting appropriate sales tax to:
Sales & Use Tax Division/NC Department of Revenue
PO Box 25000, Raleigh, NC 27640
IMPORTANT DATES

April 28, 2019
Application deadline - with photos and $15 application fee.

May & June 2019
Jury Committee meets; notifications of acceptance/rejection mailed.
For those accepted, booth fee Invoice will be mailed.

July 31, 2019
Booth fee due.
No booth assignment is made until the booth fee is received.

August 31, 2019
Deadline for written cancellation with 50% refund of booth fee.

Mid-September 2019
Parking pass, map and booth assignment mailed.

Friday, September 28, 2019
Set-up begins after 2pm

Saturday, September 28, 2019
Set-up concluded by 9am
Mountain Heritage Day!
10am - 5pm
Business Name: _______________________________________________________________

(As you would like to appear on MHDay’s marketing material)

Your State Sales Tax Number: _______________________________ (required). Usually 9 digits; North Carolina’s all start with 60. Please do not give us your Federal Employer Identification Number (EIN).

Contact Name: ___________________________ Phone: ___________________________

Address: ___________________________ Cell: ___________________________

City: ___________________________ State: _________ Zip: _________________

Email Address: ___________________________ Website: ___________________________

If you have a Facebook page, list its name: ___________________________________________________

Medium: Circle (or highlight) all which apply

Basketry  Ceramics/Clay  Fiber/Weaving  Glass
Instrument Maker  Jewelry  Metalwork  Mixed Media
Painting  Paper Arts  Photography  Printmaking
Produce (soap, nuts, honey, jam, etc.)  Sewing/Stitchery  Wood

*Other (please specify): _____________________________________________________________

Have you had a booth at MHDay before? _____ Yes _____ No

If no, how did you hear about MHDay? __________________________________________________

Please list three (3) shows and/or galleries where you have exhibited within the past two years:

1) ___________________________ 2) ___________________________ 3) ___________________________

Photo Descriptions: (describe product in each photo. You may not display or sell any mediums not listed here.)

Photo 1 (close up) ___________________________ Price Range: ___________________________

Photo 2 ___________________________ Price Range: ___________________________

Photo 3 ___________________________ Price Range: ___________________________

Photo 4 ___________________________ Price Range: ___________________________

Photo 5 – Your Booth Display
CHECKLIST:

___ This signed, completed application
___ Five (5) best quality, recent photos (four of your work and one of your booth display)
___ Optional – if mailing your application: Self-addressed, stamped envelope with sufficient postage to return your mailed photos. If you choose not to provide an envelope, your photos will not be returned.

I acknowledge that, if accepted:

• I will comply with all the Mountain Heritage Day 2019 guidelines outlined in this application package.
• My application is invalid if all necessary forms & photos are not submitted in full and applicable fees are not paid by deadlines.
• All decisions of the MHDay committee & staff are final, made in keeping with the overall objectives of the festival.
• My signed application constitutes a contract to follow all the rules & guidelines set forth within this document and is a commitment to participate, if accepted.
• It is my responsibility to pay all sales taxes to the State of North Carolina.
• Western Carolina University is responsible for making final decisions in regards to Mountain Heritage Day & I agree to abide by its decisions.
• I release Western Carolina University, its MHDay Committee, staff & volunteers from any responsibility for damage, loss, theft or injury.
• Violation of rules & guidelines prior to or during the festival will result in loss of booth space, without refund.
• By signing this form, I am responsible for my associates that may assist me at the festival. (2019 Edition)

X________________________________________ X________________________________________
Signature Date

Business Name: _________________________________________________________________
(As you submitted on Page 1 of this application)