



January 14, 2020

Dear Artist,

Western Carolina University's 46th annual *Mountain Heritage Day* will be held on **Saturday, September 26, 2020 from 10am – 5pm!**

Mountain Heritage Day is a one-day, free outdoor festival where 14,000+ 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 30, 2020**. If you have any questions regarding the festival, please contact me. Thank you for your interest and cooperation; I look forward to receiving your application!

Best wishes,

Stacy MacGregor
Director of Marketing & Brand
Western Carolina University
412 H.F. Robinson Building
Cullowhee, NC 28723
p. 828.227.3039
e. <mailto:samacgregor@wcu.edu>

Follow us on

Facebook www.facebook.com/MountainHeritageDay
or visit www.mountainheritageday.org for event updates!

ARTS & CRAFTS VENDOR GUIDELINES

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

Festival Date: Saturday, September 26, 2020
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 30, 2020**

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:

Stacy MacGregor
Western Carolina University
412 HF Robinson Building
1 University Drive
Cullowhee, NC 28723

Digital applications and images may be submitted via email to MHD@wcu.edu, but will not be accepted until the application fee is received.

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 30, 2020) \$ 15
- Non-Refundable Application Fee (received/postmarked after April 30, 2020) \$ 30
- 15' x 15' Booth Fee \$150
- 15' X 30' Booth Fee (limited number, first come/first serve) \$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 MHD Day 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 MHD Day Committee.
- No crafter will be juried or booth assignments made until all fees are fully paid
- Cancellations in writing by August 31, 2020 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



ARTS & CRAFTS VENDOR GUIDELINES

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

IMPORTANT DATES

April 30, 2020

Application deadline - with photos and \$15 application fee.

Later applications may be considered at the discretion of the Jury Committee, with a \$30 application fee.
The application fee is not refundable.

May & June 2020

Jury Committee meets; notifications of acceptance/rejection mailed.

No notifications will be made over the phone.

For those accepted, booth fee Invoice will be mailed.

July 31, 2020

Booth fee due.

No booth assignment is made until the booth fee is received.

August 31, 2020

Deadline for written cancellation with 50% refund of booth fee.

Mid-September 2020

Parking pass, map and booth assignment mailed.

Friday, September 25, 2020

Set-up begins after 2pm

Saturday, September 26, 2020

Set-up concluded by 9am

Mountain Heritage Day!

10am - 5pm

MOUNTAIN HERITAGE DAY 9/26/2020
ARTS & CRAFTS APPLICATION - PAGE 1

- Please keep a copy of this two-page application for your records -

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*

**MOUNTAIN HERITAGE DAY 9/26/2020
ARTS & CRAFTS APPLICATION - PAGE 2**

- Please keep a copy of this two-page application for your records -

CHECKLIST:

- ___ This signed, completed application
- ___ Five (5) *best* quality, *recent* photos (four of your work and one of your booth display)
- ___ \$15 Application Fee (\$30 *after* 4/30/2020) Non-refundable.
- ___ *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 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 MHDday 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 MHDday 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 _____
Signature

X _____
Date

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