April 7, 2014

Dear Artist and/or Crafter,

Whether you have been with us for years or have been considering joining us for a while … this is the year to apply to be one of our Arts and Crafts Vendors at Mountain Heritage Day. This year will be our 40th annual festival day on the campus of Western Carolina University on Saturday, September 27th, 2014. We have been working on some great surprises for the festival; in addition, it is WCU’s 125th Anniversary.

Always the last Saturday in September, last year was a good year – some Arts and Crafts Vendors even sold out before the day was over! Mountain Heritage Day is a not-for-profit, one-day free festival hosting approximately 20,000 visitors across the day. We are proud to showcase some of the finest juried arts and crafts of the southeast and to give cash awards to the best crafters of the days’ show.

There will again be three live entertainment stages, over 140 vendors of juried arts and crafts, non-profits, and food, plus a children’s tent, heritage demonstrations, Cherokee Stickball games, a chainsaw contest, Shapenote singing, workshops, and many other activities celebrating the regions’ Appalachian mountain culture. I invite you to join us for a vibrant festival day here in the mountains of Western North Carolina on Saturday, September 27th, 2014!

Take a minute to look over the enclosed application package and apply by May 9th. To insure a healthy audience and, traditionally avid shoppers, the festival is publicized by the university throughout North Georgia, Southern Virginia, Eastern Tennessee, South Carolina, Western North Carolina, and the surrounding regions through print advertising, press releases, radio, and television public service announcements, billboards, website links, direct emails, table tents, handbills, Facebook, brochures, and approximately 37,000 festival guides stuffed into regional newspapers.

An extremely important new tradition is our Arts and Crafts Awards given in four categories, Best in Show, First Place, Second Place and Best Booth Display. Recipients receive cash awards and will be automatically accepted into the next year’s show without going through the jury process. Award winners receive special recognition on stage that day with a ribbon to display in their booth. In addition, winners’ work will be recognized on our Facebook and website pages, and, when possible, in our next year’s festival guide.

Please take a look at our festival and consider applying for the 40th annual Mountain Heritage Day on Saturday, September 27th, 2014.

Sincerely,

Trina Royar
Festival Coordinator
kproyar@wcu.edu
www.facebook.com/MountainHeritageDay
Mountain Heritage Day 2014
ARTS & CRAFTS
Application and Guidelines

- Please read carefully before applying -
and save this page for your records

Festival Date and Hours: Saturday, September 27th, 2014; Hours of Operation 10AM to 5PM.

Location: The campus of Western Carolina University in Cullowhee, North Carolina; Mountain Heritage Day is an outdoor show.

Application Deadline: Postmarked by midnight Friday, May 9th, 2014 or delivered to the Mountain Heritage Center no later than 4:00pm, Friday, May 9th, 2014.

Application Requirements:
- All ARTS & CRAFTERS will be juried to participate.
- Signed and completed application form.
- Five (5) Photographs (4 of work and 1 booth display) of your current work are required in order to be considered.
- An application fee of $15 (non refundable) is due with application (otherwise application will not be considered).
- No digital applications will be accepted.
- Objects must be handmade by you; no mass produced or commercially made items will be allowed.

Jury & Process
A jury panel consisting of experienced artists, show producers and gallery owners will review all submissions and select exhibitors.
- Send your best and most current photos – they are the most important factor in your acceptance or non-acceptance to Mountain Heritage Day. Jury decisions are based on your photos and information provided on your application form.
- Applications are juried anonymously; the jurors do not know who you are but only your submitted materials.
- Artists are juried by category e.g., wood, ceramics, painting, etc. – so please select accordingly.
- Selection is based on quality of work, original, and creative ideas, uniqueness, and attractiveness of booth.
- All jurors’ decisions are final and shall not be revisited.

Application Instructions
All applications must include the following to be considered for Mountain Heritage Day 2014. Any application not complete and including these items may not be considered to participate in the festival regardless of past involvement.
- Completed and signed application form with $15 non-refundable application fee made out to: Mountain Heritage Day.
- Postmarked by midnight Friday, May 9th or received in office no later than 4:00 pm, May 9, 2014.
- Four (4) photographs that best represent your current work and that you plan to sell (slides or brochures will not be accepted).
- One (1) photograph of your booth display. If you would like your photos returned include a SASE with sufficient postage otherwise they will not be returned until day-of-show.

Fees
Application and processing fee (non-refundable) -- $15 (Any later applications may be considered at a $30 application fee and at the sole discretion of the jury committee.)
Standard Booth Fee -- $140 15’ X 15’ (due upon acceptance to the show prior to booth assignment; please do not send now.)
Limited Number of Double Booths Available 15’ X 30’ -- $285
Any checks returned for non sufficient funds (NSF) will be charged a $30 transaction fee. No crafter will be juried or booth assignments made until all fees are fully paid.

General: All CRAFT 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 and may not be invited back in the future. Mountain Heritage Day is produced by the Mountain Heritage Center, Western Carolina University, and a committee of volunteers and staff.
- Booth spaces are 15’X15’ and location is determined solely by the 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.
- All sales are limited to the work shown and described in your application, and approved by the jury committee.

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www.mountainheritageday.com
- No generators or loud sound systems are allowed and no selling or solicitation outside of assigned booth space.
- There are no refunds of fees for weather.
- All fees must be paid by check or money order/cashiers check and made payable to Mountain Heritage Day.
- Traditional crafts are encouraged. All products must be handmade by Artist.
- No machine-manufactured, imported, pre-formed, pre-cut or kit items are allowed. No commercially manufactured items, imported items or balloons are allowed.
- No Christmas decorations other than traditional, containing natural elements and hand-crafted items 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, Kmart, etc) are allowed.
- ARTS & CRAFT VENDORS are not allowed to sell or giveaway any beverages or food in their booth unless they are a juried product. Only VENDORS who are “Produce” VENDORS may have food or drink in their booth.
- No commercially made T-shirts (other than the official MHDay T-shirt) and/or other branded items are allowed.
- No raffles and/or auctions are allowed.
- No pets allowed except service animals.
- ARTS & CRAFTS VENDORS are responsible for collecting and reporting appropriate sales tax to: Sales & Use Tax Division, NC Department of Revenue, P.O. Box 25000, Raleigh, NC 27640. There are new rules please visit, www.dor.state.nc.us
- The Mountain Heritage Center, Western Carolina University and/or their staff are to be held harmless, and are not responsible for losses, damages, or personal liability.
- ARTS & CRAFTS VENDORS are required to stay open to the public for the duration of the festival. No vehicles will be allowed onto the grounds until after 5:30pm or until the crowd has dispersed and staff deems it is safe.

2014 Calendar

April 2014
Applications mailed and available on the website

May 9th
Application deadline (postmarked or delivered); any later applications may be considered at a $30 application fee and at the sole discretion of the jury committee. No email applications accepted.

June
Jury meets; Late June notifications mailed; no notifications will be made over the phone

July
Booth fees and signed agreements due

July
Booth assignments after booth fees are paid, maps and general information mailed (booth assignments are final and will not be discussed on the phone).

August 31st
Deadline for written cancellation with partial refund of booth fee; a $35 fee will be assessed on all cancellations.

September 26
Set-up begins after 2pm

September 27
40th Annual Mountain Heritage Day!

Make checks payable and mail to:
Mountain Heritage Day
150 HFR Admin Building
Western Carolina University
Cullowhee, NC 28723
Attn: A&C Jury

For information:
www.mountainheritageday.com
828.227.7129
kproyar@wcu.edu

“Like us” on Facebook to keep up with the latest happenings www.facebook.com/MountainHeritageDay

– Please keep this page for your records –

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ARTS & CRAFTS APPLICATION 2014

Exhibitor Business Name: ____________________________________________________________
(Name to appear in exhibitor lists.)

Artist Name: __________________________________________________________ Phone: __________

Address: ___________________________________________________________ City: ___________________

State: __________ Zip: __________ Email Address: ______________________________ Website: ___________________

Medium:
☐ Ceramics/Clay  ☐ Glass  ☐ Fiber/Weaving  ☐ Sewing/Stitchery
☐ Metalwork  ☐ Jewelry  ☐ Painting  ☐ Photography
☐ Leather  ☐ Basketry  ☐ Printmaking  ☐ Paper
☐ Mixed Media  ☐ Instrument Maker  ☐ Wood  ☐ Produce (jams, soap, honey, nuts, etc)
☐ Other (please specify): ____________________________________________________________

Choose one: ☐ Returning  ☐ New  If new, how did you hear about the festival? ______________________

Which Guild are you a member of? ____________________________________________________

Please list three (3) shows and/or galleries where you have exhibited within the past two years:
1) ___________________________  2) ___________________________  3) ___________________________

Are you interested in demonstrating in your booth? ☐ Yes  ☐ No  If yes, describe what that may entail:
_________________________________________________________________________________

What is the price range of items you will offer?: __________________________________________

Photo Descriptions: (describe products; you may not display or sell any mediums not listed here.)

Photo 1
Photo 2
Photo 3
Photo 4
Photo 5 – This should be Booth Display

Checklist:
☐ Signed and completed application
☐ Five (5) best quality, current photos
☐ $15 Application/processing fee ($30 after 5/9/2014)
☐ A self-addressed stamped envelope with sufficient postage
to return your photos otherwise they will be returned at show.
☐ Postmarked by Friday, May 9th, 2014

Make checks payable and mail to: Mountain Heritage Day
150 HFR Admin Building
Western Carolina University
Cullowhee, NC 28723
Attn: A&C Jury

I acknowledge that, if accepted, I agree to comply with all the Mountain Heritage Day 2014 guidelines outlined in this application package. This application is invalid if all necessary forms & materials are not completed in full and applicable fees paid. If your check or money order is post-dated, returned for NSF or for any reason rejected, your application will be disqualified. I understand that all decisions of the MBDay committee & staff are final & that the decisions are made in keeping with the overall objectives of the festival. A signed application constitutes a contract to follow all the rules & guidelines set forth within this document & is a commitment to participate, if accepted. I understand that it is my responsibility to pay all sales taxes to the State of North Carolina. I further understand that the Mountain Heritage Center & Western Carolina University are responsible for making final decisions in regards to Mountain Heritage Day & I agree to abide by their decisions. I release the Mountain Heritage Center, Western Carolina University, its Committee, staff & volunteers from any responsibility for damage, loss, theft or injury. Violation of rules & guidelines prior to, during, or at the end of the festival will result in loss of booth space, without refund. If artist may be excluded from all future Mountain Heritage Center events & programs. By signing this form, I am responsible for any associates that may assist me at the festival. (2014 Web Edition)

X ___________________________ X ___________________________  
Signature Date

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