

Call for Artists!

Applications from Artists are now being accepted for participation in the MPTV Friends Holiday Art Fair.

Goals

The MPTV Friends Holiday Art Fair has two main goals: first, to raise money to support public television in southeastern Wisconsin, and second, to offer an opportunity for artists to reach a new audience and to sell their work prior to the holidays. The Art Fair is structured with a low booth fee in order to limit up-front costs for artists.

Promotion

- ◆ Spots on Channel 10 & 36 starting in October
- ◆ Ads in Fine Tuning Magazine - October and November issues
- ◆ Blast emails & postcards to MPTV Friends, Channel 10 Great TV Auction Supporters, volunteers and area businesses
- ◆ Press releases and submission to print and online calendars
- ◆ Signs
- ◆ Incentive coupon for attendees will be distributed

Free postcards promoting the event will be available to artists. All participants will be recognized in a program distributed at the show.

Application & Fee



The booth fee is \$25 and must be submitted with the application – Checks/Credit Card accepted.

Commission



A commission of 20% will be deducted from each sale. A central check out will be used for all purchases. Artists will be provided with a 3 part receipt book to record their sales, with the artist keeping one copy. Items may be held at the central checkout until paid for.

The MPTV Friends will be responsible for collecting sales tax and all credit card fees. Volunteers will be offered a 10% discount that will be deducted from our commission.

Booth

Booth is space only. Booths are approximately 10 X 10. Pegboard, tables, chairs and electricity are available without charge.

Pegboard: There is a limited amount of pegboard available – send your application early if you'd like pegboard in your booth space. **You must bring your own hooks.**

Electricity is available in about half the booths. If needed, please return application early to ensure availability.

Creativity with booth layout and set-up is encouraged. All tables must be draped or in some way concealed. 54 booths are available.

Occasionally, images from artists are used in promotional materials. If you'd like one of the images you provide, considered, please return your application & image by July 7, 2008. (Digital image is fine)

Calendar



September 1	Deadline for Applications
November 20 & 21	Set up Noon – 7 pm
November 22	Show open 10 am – 5 pm
November 23	Show open 11 am – 4 pm (Tear Down 4 pm – 6 pm)
November 24	Tear down 9 am -4 pm

Eligibility



The Holiday Art Fair is a juried event. Only fine arts and quality crafts of **original design** and execution will be accepted. *No manufactured items are allowed.* Please include 2 photos of your art work with your application or email 2 images to fishes1@matc.edu – please put “holiday art fair” in subject line. A website address where examples of your work may be seen is also accepted. Images submitted must be representative of the items you are selling.

Other

Admission and Parking is Free.

Volunteers available for booth sitting

Snacks, light lunch food and beverages are available (coffee & tea are free to artists).

Set-up: unload at door; carts available

Checks for artists' sales will be mailed within 15 days of end of sale.



Application

Return this application to MPTV Friends, 12560 W Townsend St., Brookfield, WI 53005

Name _____

Gallery _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

Website _____

Charge Card # _____

Total \$ _____ Exp _____

Check Category

Fiber Woodwork Sculpture

Painting Pottery Graphics

Jewelry Glass Photography

Watercolor Other _____

Price range of items _____

Check Booth Needs

Single Booth(\$25) _____ Double Booth(\$50) _____

Number of tables (2.5 ft by 6 ft) _____

Peg board Yes _____ No _____

Electricity Yes _____

Do you have your own portable framed booth or panel setup Yes _____ No _____

Number of Postcards Requested _____.

I agree to assume full responsibility for my work and will abide by the regulations of the Holiday Art Fair. I will not hold MPTVFriends, Inc. or any of its representatives liable for the loss or damage of art works or display materials. I authorize MPTVFriends, Inc. to use my image(s) of any artwork produced by me for promotion of the Art Fair.

Signature _____

Date _____

For more information, contact:

Sharon Fischer-Toerpe or Art Langlas

262-781-4998

fisches1@matc.edu or langlasa@matc.edu

Artist (or representative) is required to stay at the show – no booth may be unattended.

Thank you for supporting Public Television!