

## **ART at the MATADOR on FLORAL - Oct 2 & 3, 2020**

Friday Oct 2, "Gala Reception" – 4 pm to 9 pm Saturday Oct 3, "Art, Dance & Music Fest" – 10 am to 5 pm

### **Prospectus**

Now in its tenth year, ChiVAA's "Art at the Matador" event has moved to a new location on Floral Avenue at the St John's Episcopal Church grounds and conference center at 2341 Floral Ave close to the corner of East Ave. Originally planned for May, we are rescheduling the event to October. Artists already accepted for the May event can apply their payments toward the October event. New artists can apply starting June 1st.

ChiVAA's goal with this event is to continue to raise the profile of Chico's visual arts community. This two-day, one-stop Art Expo has three aims: to give local artists a space of their own from which to share their visions; to educate the public about the variety and value of art in Chico; and to encourage an appreciation of the Chico community spirit. Over 2,000 people attended our last event.

We at ChiVAA are garnering support from Chico businesses as well as promoting our participating artists in print, on the air, and through social media. Our goal is to attract both Chicoans and out-of-town visitors. Participating artists will have their own 'living galleries' for a weekend in which to meet the public, market their wares, and be inspired by each other.

#### **Submission Requirements**

The Art at the Matador committee will review your application, with its accompanying images and descriptions, to ensure that your art meets exhibition-quality standards. See the checklist on page 2.

#### **Participation Requirements**

You must be present to interact with the public during event hours and may only show your own art. If you share a room or booth with other artists, each of you must submit an application (with images and descriptions) for approval.

***No imports or resale items are allowed.***

#### **CA Resale License/Seller's Permit.**

All participants must have a valid CA Resale License/Seller's Permit or team up with a participant who has one. ***To obtain a CA Resale # contact the California State Board of Equalization at 800.400.7115 or visit their website at [www.boe.ca.gov](http://www.boe.ca.gov).***

The event will take place rain or shine with no refunds or alternate dates in the event of a natural disaster.

#### **INDOOR BOOTH SPACES RATES: (14 total)**

**\$160 for ChiVAA Members or \$200 for Non-Members for 2 days.** Booth spaces are 10 feet square. You provide your display and indoor booth structure. There is lots of light and some electric outlet may be available.

If the indoor booth spaces sell out, a waiting list will be created. There are ample booth spaces outdoors.

#### **OUTDOOR BOOTH SPACE RATES**

**\$120.00 for ChiVAA Members or \$160 for Non-Members for 2 days.**

Booth spaces are 10 feet square. You provide your own tent.

#### **PAYMENT SCHEDULE**

Prospectus, general information and formal registration call goes out to artists and the general public. Applications for the October event opens June 1st. A 50% deposit is required to reserve a space, whether booth space or room. Registration begins immediately for booth space.

**Reservations for indoor booth spaces:** Payment must be made online and registration documents must be sent by email. Indoor booth spaces reservations will not be accepted by mail or in person. Registration documents must be submitted immediately after payment and indicate in the email sent to [artatthematador@ChiVAA.org](mailto:artatthematador@ChiVAA.org) that the deposit has been paid. We will send you an email to confirm your space reservation. If all indoor spaces have already been reserved, you will be notified, and monies will be returned or applied to an outdoor booth space.

**Date to start applying: June 1st, 2020** - Upon registration – 50% deposit due, no exceptions - Remember, first-come, first-served.

**Full payment due: September 1, 2020**

**CANCELLATIONS & REFUND POLICY:**

No refunds after September 1st 2020.

**PAYMENT METHOD:**

To reserve your space you can pay your deposit, payment in full, final payment, or membership on our website, ChiVAA.org. Or, send a check or Money Order payable to ChiVAA (with “Art at the Matador” in the memo) together with your registration form & checklist items to **P.O. Box 1967, Chico, CA 95927.**

**CHECKLIST:** Apply starting June 1st (To be valid, your application must contain all items on this list)

1. Completed & signed application form;
2. 50% deposit of the total fee (September 1st final payment due);
3. Four (4) images of your work and one (1) of your booth for screening. You can submit digital images or hard copy photos. Digital images must be in jpeg format with 300 dpi. Name your files as FirstLastName01.jpg, FirstLastName02.jpg, etc. with a list describing each image with the medium, dimension & pricing. Only digital images will be used for electronic and print publicity. Hard copy photos will be used for screening only, but not for promotional purposes, and they will not be returned.
4. Artist statement for publicity. Send the statement as plain text on the email. Do not attach it as a document. Plus, let us know if you are planning to demo at the show, have a theme to your room or booth and/or add a photo of yourself working. Past exhibitors have added to the excitement of this event with room/space themes and/or demos.

**Note:** Artists who team up must submit individual applications with images and information;

**MEDIA CAMPAIGN:**

This includes radio, newspapers, TV, web & social networking. We will assume we may use your submitted images for publicity, unless you indicate (when sending the images) that you don't want us to do so. We prefer high-resolution (300 dpi) images that are suitable for print.

**Electronic Submissions:** Email to [artatthematador@ChiVAA.org](mailto:artatthematador@ChiVAA.org) with (Art at the Matador in the subject line) - Make payment on ChiVAA.org (under Art at the Matador in Artist Portal).

**By Mail:** For booth spaces only. Send to ChiVAA – Art at the Matador, P. O. Box 1967, Chico, CA 95927

**Questions?** Email: [artatthematador@ChiVAA.org](mailto:artatthematador@ChiVAA.org) or call at 530-318-2105.

# ART at the MATADOR on FLORAL - Oct 2 & 3, 2020 - Application Form

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|                                       |                              |
|---------------------------------------|------------------------------|
| Artist Name                           | Medium                       |
| Business Name                         | CA Resale #                  |
| Street Address, City, State, Zip Code | Sharing space with:          |
| Phone/Cell                            | Email                        |
| Website                               | Facebook/Social Media Handle |

**IMAGES:** Digital images must be in JPEG format labeled with the artist's first and last name and accompanied by a list describing each image with the medium, dimension & pricing. We require high-resolution images that are suitable for print (a minimum of 300 pixel/inch) or web ready images. Hard copy photos submitted via post must have the artist's name, medium, dimension & pricing listed on the back of each image. Hard copy photos will not be used for advertising and will not be returned.

**ARTIST STATEMENT:** This statement will be used for publicity, social media and the website. Tell us about your work, the process.

**CHECK ONE & MAKE PAYMENT ONLINE or by CHECK (50% Deposit due at registration)**

INDOOR BOOTH: \$160 Member \_\_\_\_\_ \$200 Non-member \_\_\_\_\_ First come, first served. An email will be sent to you to confirm the room reservation.

OUTDOOR BOOTH: \$120 Member \_\_\_\_\_ \$160 Non-Member \_\_\_\_\_ Sign-up now.

I (We) agree to hold ChiVAA (Chico Visual Arts Alliance) and its staff free and harmless from any and all liabilities that may result from the activities connected with this year's production of ChiVAA's "Art at the Matador", and to adhere to all the rules and regulations of the show. **I understand that I (or my event partner for the week-end) must have a valid California Resale License.**

Signature

Date

**Submit electronically:** Send the signed application, photos + descriptions, artist statement, all in one email if possible (Art at the Matador in subject line) to [artatthematador@ChiVAA.org](mailto:artatthematador@ChiVAA.org) and pay online at [ChiVAA.org](http://ChiVAA.org).

**By mail:** For booth spaces only. Send to ChiVAA - Art at the Matador, PO Box 1967, Chico, CA 95927.