

# Chico ART Festival

On Floral Avenue - Formerly Art at the Matador - May 12 & 13, 2023

Friday May 12 – 4 pm - 8 pm | Saturday May 13 – 10 am - 5 pm

## 2023 Prospectus

**ChiVAA**, the Chico Visual Arts Alliance, is excited to announce our 10th Mother's Day Weekend Art Festival Extravaganza. Formerly known as **Art at the Matador** and **Art Fiesta**, the **Chico ART Festival** will be held on Friday, May 12 and Saturday, May 13 at St. John's Episcopal Church in Chico. 2023 will be our tenth year of a spring festival that unites artists, art organizations, and the public, and our second year at St John's. Its serene setting includes beautifully landscaped grounds, picnic tables, a labyrinth, and plenty of parking. Demos, live music, a margarita bar, food trucks, and children's art activities will enhance this family friendly event.

Our two-day, one-stop Art Expo has four goals: to showcase our local artists, to promote Chico as an arts destination center, to educate the public about the variety and value of art in our community, and to throw a really great Chico-style party.

We at ChiVAA will continue to garner support from Chico businesses to offset expenses and will promote our artists in print, on the air, and through social media. Participating artists will have the opportunity to transform their assigned spaces into living galleries where they can meet the public, market their wares, and be inspired by each other. Participating artists will automatically become ChiVAA members for a year.

### **Submission Requirements**

The Chico ART Festival 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.
- All participants must have a valid CA Seller's Permit or team up with a participant who has one. To obtain a CA Seller's Permit contact the California Department of Tax and Fee Administration at 800.400.7115 or go to [www.cdtfa.ca.gov](http://www.cdtfa.ca.gov) and register online.
- The event will take place rain or shine with no refunds or alternate dates in the event of a natural disaster.

### **Security**

Onsite security provided Friday night after the close of the show until 9:00 am Saturday morning.

## **Booth Rates & Payment Schedule**

Booth spaces are 10 feet by 10 feet outdoors. You provide your own tent, tables, and display furniture. Booths will cost \$150.00. Apply and make your full booth payment by April 15. After April 15, space permitting, late entries will be accepted with a \$50 surcharge per booth.

To reserve your space, a 50% deposit is required with your application. The final 50% is due by April 15, 2023. Payments of balance made after April 15 will be subject to a \$25.00 late fee.

**Cancellation and Refund Policy** No refunds after April 15, 2023.

## **Payment Method**

You can pay your deposit and balance, or payment in full on our website, [ChiVAA.org](http://ChiVAA.org), or send a check or money order payable to ChiVAA with your registration form & checklist items to P.O. Box 1967, Chico, CA 95927.

**Want to volunteer?** A minimum of 5 hours is required. Duties to be assigned by the Chico ART Festival Committee. You will be contacted by April 10 if you are needed as a volunteer. A 50% courtesy discount on one booth is offered for volunteers.

**Checklist** To be valid, your application must contain all items on this list:

1. Apply online [HERE](#) (new this year) or download a paper application.
2. Pay either 100% of the total fee, or 50% with final payment due April 15.
3. Submit 4 images of your work, 1 of your booth for screening, 1 of artist. You can submit digital images or hard copy photos. Digital images must be in jpeg format. We prefer high-resolution (300 dpi) images that are suitable for print. Name your files as FirstLastName\_Title.jpg, FirstLastName\_Booth.jpg, and FirstLastName.jpg.
4. Artist statement for publicity. Please let us know if you are planning to add something exciting to your booth. Past exhibitors have added to the excitement of the show with special events and/or live demos.

## **How to Apply**

- **Online Submissions:** Apply online [HERE](#). New and easiest way to apply!
- **Email Submissions:** Email to [festival@ChiVAA.org](mailto:festival@ChiVAA.org) with (Chico ART Festival in the subject line) - Make payment at [ChiVAA.org](http://ChiVAA.org) (under Chico ART Festival in the Artist Portal).
- **By Mail:** Send to ChiVAA – Chico ART Festival, P. O. Box 1967, Chico, CA 95927. 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.

Artists who share spaces must submit individual applications with images and information as in participation requirements.

## **Media Campaign**

This includes radio, newspapers, TV, web & social networking. It is also important for you to use your social media to help promote your work and the show. Make sure to post regularly leading up the days of the Chico Art Festival. Connect your social media with the ChiVAA's website, posts about your work and the show, and the Chico ART Festival Facebook page and event.

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