Dear Artist and/or Crafter,

On behalf of the Mountain Heritage Center at Western Carolina University, I would like to invite you to apply to be one of our Arts and Crafts Vendors at the annual Mountain Heritage Day. This year will be our 39th annual festival day.

Always the last Saturday in September, last year was a good year – some 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 28th, 2013! Take a minute to look over the enclosed application package and apply by Friday, May 3rd.

To insure a healthy audience 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 35,000 festival guides stuffed into regional newspapers. (see tear sheet examples enclosed)

An important tradition established a few years ago 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 39th annual Mountain Heritage Day on September 28th, 2013.

Sincerely,

Trina Royar
Festival Coordinator
Mountain Heritage Day 2013

**ARTS & CRAFTS**

Application and Guidelines

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

Festival Date and Hours: Saturday, September 28th, 2013; 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 3rd, 2013 or delivered to the Mountain Heritage Center no later than 4:00pm Friday, May 3rd, 2013.

Application Requirements:
- All ARTS & CRAFTERS will be juried to participate.
- Five (5) Photographs of your current work (4 of work and 1 booth display) are required in order to be considered.
- An application fee of $15 (non refundable) is due with application (otherwise application will not be considered).
- Artist(s) accepted for participation in the show must be in attendance during the festival.
- No digital applications will be accepted.
- Objects must be handmade; 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 as 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 2013. Any application not complete and including these items may not be considered to participate in the festival regardless of past involvement.
- Postmarked by midnight Friday, May 3rd or received in office no later than 4:00 pm, May 3, 2013.
- $15 non-refundable application fee made out to: Mountain Heritage Day.
- 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.
- Completed and signed application form.

Fees
Application and processing fee (non-refundable) -- $15 (Any later applications may be considered at a $25 application fee and at the sole discretion of the jury committee.)
Standard Booth Fee -- $135 15’ X 15’ (due upon acceptance to the show prior to booth assignment)
Limited Number of Double Booths Available 15’ X 30’ -- $275
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’ X 15’ and location is determined solely by the committee after all fees are paid.
- 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.

--over please--

Mountain Heritage Center . 150 HFR Admin Bldg . WCU . Cullowhee . NC . 28723

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 by June 11th.
- Traditional home 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 in their booth.
- No 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. For more information 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.

2013 Calendar

March 2013
Applications mailed and available on the website

May 3rd
Application deadline (postmarked or delivered); any later applications may be considered at a $25 application fee and at the sole discretion of the jury committee. No email applications accepted.

Late May
Notifications mailed; no notifications will be made over the phone

June 11th
Booth fees and signed agreements due

Early July
Booth assignments, 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 28
Set-up begins after 2pm

September 28
39th 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
kprovar@wcu.edu
“Like us” on Facebook to keep up with the latest happenings

– Please keep this page for your records –

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www.mountainheritageday.com
ARTS & CRAFTS APPLICATION 2013

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

Artist Name: ___________________________________________ Phone: ___________________________________________

Address: ___________________________________________________ Cell: ___________________________________________

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, 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 you have exhibited in and year:
1) _____________________________ 2) _____________________________ 3) _____________________________

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

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 – Booth Display

Checklist:
✓ Signed and completed application
✓ Five (5) best quality, current photos
✓ $15 Application/processing fee ($25 after 5/3/2013)
✓ A self-addressed stamped envelope with sufficient postage
to return your photos otherwise they will be returned at show.
✓ Postmarked by Friday, May 3rd, 2013

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 2013 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 MHDay 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, & 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. (2013 Web Edition)

X ___________________________________________ X ______________________________
Signature                                               Date