

**The 31th Annual
DEERFIELD BEACH - FESTIVAL OF THE ARTS**

Saturday, January 29, 2011 from 10 am to 5 pm
Sunday, January 30, 2011 from 10 am to 5 pm

\$4000 in Cash Prizes

**Presented by
The City of Deerfield Beach - Cultural Committee**

GENERAL INFORMATION

The City of Deerfield Beach Cultural Committee celebrates its *31th Annual Festival of the Arts in 2011*. The show will take place at its' new location on the beach, on SE 21st Avenue, the street that runs parallel and adjacent to the ocean, south of the pier. The Festival is held outdoors and there is no rain date. The 2008 attendance was over 30,000 and we continue to increase our advertising budget and heavily promote the Festival in the media.

Deerfield Beach is located in the Northern-most part of Broward County, thus drawing crowds from Ft. Lauderdale, Pompano, Boca Raton, Delray Beach and West Palm Beach. This Festival is produced by the City of Deerfield Cultural Committee, a non-profit organization. In addition to supporting cultural events, proceeds are earmarked for an annual arts scholarship.

Included in the Festival will be a variety of food vendors, continuous, live entertainment, a childrens' art contest and booth, an exhibition of DFB High School seniors' art work and booths of local charitable organizations. The kick off of the festival will be led by the Deerfield Beach High School Marching Band and the presentation of the colors.

Special attention to the artists' needs is a continuing priority. Coffee and light breakfast food will be served both Sat and Sun mornings. A light lunch will be provided and delivered to the artists on Saturday. Complimentary water will be served throughout the festival and delivered directly to your booths. Cell phone numbers will be provided to each artist so help and information is a phone call away. Artist parking is well designated and conveniently located adjacent to the festival grounds. We are able to accommodate RVs at a nearby location. No amenities are offered and advance notice is necessary. Set up begins at noon on Friday, January 29 with friendly and helpful staff to assist and direct.

BOOTH SPACE INFORMATION

- Booth spaces measure 10 x 10. Spaces may not be shared.
- End-space booths are limited. There will be an additional \$30 charge for an-end space booth.
- The Festival is held on city streets which means there can be no penetration of the asphalt. We suggest sandbags and or/weights.
- Standard Festival booths are \$195.00. End-space booths are \$225.
- The non-refundable application fee is \$15.00.

PAYMENT OF FEES

Applications must be accompanied by two checks: one check in the amount of \$15.00 which is a non-refundable processing fee and one check in the amount of \$195.00 which is nonrefundable upon acceptance as an exhibitor. Check should be made payable to City of Deerfield Beach and mailed to: City of Deerfield Beach C/O Parks and Recreation Dept, Cultural Committee, 150 NE 2nd, Ave, Deerfield beach, FL 33441.

ARTWORK REVIEW

Award winners from the 2010 Festival in their specific categories do not need to submit slides or photos of their work as they are automatically accepted upon receipt of their application and fees. For all others, three recent slides or digital photos and one of your booth display must be submitted. Each slide or photo must indicate your name, medium, size and an arrow indicating top or front. Decisions of the screening

committee are final. Slides will be returned by the end of the show. Digital photos may be submitted online as attachments to your email to: committee@DeerfieldBeachFestivals.com
Slides should be mailed to: City of Deerfield Beach C/O Parks and Recreation Dept, Cultural Committee, 150 NE 2nd Ave, Deerfield Beach, FL 33441. If exhibiting in more than one medium, sides or digital photos must be submitted for each. All applicants must include a self-addressed stamped envelope when submitting slides. The Committee will not be responsible for lost slides if you do not comply.

IMPORTANT DATES

Applications are mailed on September 15, 2010. The deadline for applications to be returned is Nov 1, 2010. Chosen artists will receive confirmation by November 30, 2010.

ONLINE APPLICATION

The application is available online at www.DeerfieldBeachFestivals.com.

GENERAL DISCLOSURE

All applicants must print out, sign and return the General Disclosure to the Cultural Committee. The General Disclosure is printed below for your review and approval. Please read it carefully and, if approved, sign and send back to the Cultural Committee. You may fax the signed General Disclosure to the Committee at (954) 480-4405. After faxing, send an email to the Committee at committee@DeerfieldBeachFestivals.com requesting confirmation that the Committee received your fax. Remember: the Committee cannot proceed with your application without your signed General Release.

THE RULES

- One artist to one booth space.
- No buy/sell merchandise allowed.
- An application is a commitment to participate, however, refunds will be made for cancellation if received before January 1, 2011. "No shows" will not be extended another invitation. Please call 954-461-1152 if you find you must cancel.
- Festival etiquette mandates that artists' booths remain open until 5 pm each day. Please bring necessary tools to your booth on Sunday to facilitate your breakdown and be considerate when retrieving your vehicles after 5:15 on Sunday.
- Clean up is a must.
- All paintings, photos, watercolors, etc. must be appropriately framed or displayed in a portfolio.
- Artists must provide their own means of display, sturdy enough to withstand crowds, wind and weather. Awards and ribbons from previous shows are not to be displayed.
- Each artist must comply with all Florida sales tax regulations.
- Every artist is responsible for his or her own property in the event of loss, personal injury or damage.
- For judging purposes, a display card will be supplied bearing the artists' name, space number, medium and city of residence.
- All work must be created by the exhibitor. The committee reserves the right to reject any unsuitable work, to remove an exhibit or to ask an exhibitor to leave the show without a refund.
- Any commercially reproduced prints of photos may not compose more than 10% of any artist booth and must be labeled as commercial reproductions. Final interpretation and enforcement of this rule will be made by the Committee.
- Further details regarding rules and complete instructions will be mailed to all artists accepted to the Festival.

AWARDS

- \$4000.00 Total Cash Awards
- \$750.00 Best in Show
- 5-\$375.00 Awards of Excellence
- 5-\$275.00 Awards of Distinction

GENERAL RELEASE

The undersigned does forever discharge, release and hold harmless the City of Deerfield Beach, Deerfield Beach Cultural Committee and all other agents of and from any and all manner of actions, suits, damages or claims whatsoever arising from any loss or damage to the person or property while in the possession or supervision of the Deerfield Festival of the Arts and hereby consents to the enforcement of all rules of the Festival as set out in this application and in the letter of instructions to be mailed to accepted exhibitors.

Signature: _____

Date: _____

Your Name (Printed)

APPLICATION FORM...PLEASE PRINT

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell Phone _____

Vehicle Make _____ Color _____

License Number _____ State _____

Florida Sales Tax Number _____

Previous Deerfield FOA Award Winner? Yes No

Year _____ Award _____

CATEGORIES

(Check only one desired category.)

Oil/Acrylic/Mixed Media _____ Watercolor _____ Ceramics _____
Graphics/Drawing _____ Sculpture _____ Photography _____
Creative Craft/Specialty _____ Jewelry _____

Mail to:

DEERFIELD BEACH FESTIVAL OF THE ARTS
City of Deerfield Beach
150 NE 2nd Ave.
Deerfield Beach, FL 33441-3598
Or, fax to: (954) 480-4405