



4069 Broadway • Grove City, Ohio 43123
Office: (614) 875-9762 • Fax: (614) 875-1510
E-mail: marilyn@gcchamber.org
Website: www.gcchamber.org

Arts in the Alley 2020 Home Edition

Dear Potential Arts and Craft Vendors,

With an average of 7,000+ hits to our website each month, and an expected audience of thousands - your participation in this year's Arts in the Alley "Home Edition" is going to bring more business exposure than ever! And because we are not confined by a typical 2-day live event - our Arts in the Alley 'Home Edition' will be visible and available on our new platform through the end of the year, your potential exposure is truly HUGE.

Attached you will find information concerning our ***Arts in the Alley Music and Arts Festival 2020 "Home Edition"*** to be held beginning November 14, 2020, through the end of the year. We are extremely excited to offer all things "Arts in the Alley". No masks – No Hand Sanitizer – No Social Distancing – No Parking issues.

The Arts in the Alley 2020 Home Edition will include all juried Arts and Crafts Vendors. The 5 specialty shows, Fine Arts, Crafts, Photography, Quilt and Youth Art entries will be judged for cash awards and viewers can vote on their Choice of entries for People's Choice Awards. Kids' Fun Street will have videos featuring demonstrations of Art and Craft projects for children. Entertainment will be included and available for viewing throughout the festival. A brand new competition will be taking place beginning 5 weeks leading up to November 14, a Neighborhood Chalk Challenge.

Included is the Application for Fine Arts and Crafts Vendors which has been changed to accommodate the digital event. ***Arts in the Alley 2020 Home Edition*** provides our vendors access to thousands of potential customers from November 14 through December 31, 2020. **Please submit your application as soon as possible. Since this is an on-going show that will continue at least until December 31st and possibly into 2021, no firm deadline is being established. The sooner you apply the longer you will be featured on the Arts in the Alley Home Edition platform. As reflected in the attached Application the fee for this year is \$100 and any Artist and/or Crafter participating will become a "Charter Member" of Arts in the Alley Vendors and will receive next year's booth fee for 50% of the regular booth fee for 2021.**

All application information and pictures will be reviewed by our committee, and you will be notified if your Application is selected. Your notification of acceptance will include information on getting your pictures and contact information placed on the Arts in the Alley website. If your Application is not selected, we will return your pictures if submitted as actual prints and refund the application fee.

Registration information for each of the following shows: Fine Arts, Crafts, Photography, Quilts, and Youth Art will be available on the Chamber Website at www.gcchamber.org. Note that entries in any of these shows are eligible for cash awards. An entry in any of these shows depicting flowers is also eligible for the \$500 Helena McComb Award and does not require a separate registration. You do not need to be an accepted or participating Exhibitor/Vendor in Arts in the Alley to enter your item(s) in these shows. Please call the Chamber Office at 614-875-9762 if you have any questions or need further clarification regarding these shows.

We are looking forward to hearing from you soon.

Sincerely,

Marilyn Reiner

Events Manager

Grove City Area Chamber of Commerce

Arts in the Alley Committee Chair

Attachment



Arts in the Alley 2020 Home Edition
APPLICATION FOR FINE ARTS AND CRAFTS VENDORS
November 14th – December 31st, 2020

Name _____ Phone () _____ - _____

Address _____

City _____ State _____ Zip _____

E-Mail _____

Website _____

Type of Art or Craft (*Be specific and list **ALL** items to be sold*) _____

Will you be providing a brief demonstration video of your work? Yes No

_____ Please reserve one (1) On-line Vendor Space for me at \$100.00.

Those participating in Arts in the Alley 2020 “Home Edition” will be eligible for a 50% reduction in Tent and/or Street Space for next year’s Arts in the Alley.

Please submit your application as soon as possible. Since this is an on-going show that will continue at least until December 31st and possibly into 2021, no firm deadline is being established. The sooner you apply the longer you will be featured on the Arts in the Alley Home Edition platform. Applications will be juried. No one is guaranteed acceptance based on past attendance/participation. *If we exceed the number of acceptable entries in any category, acceptance will be based on the date the application was received.*

Please e-mail three (3) recent pictures of your work and display to Marilyn@gcchamber.org

Photos can also be submitted by mail to: Grove City Area Chamber of Commerce, 4069 Broadway, Grove City, OH 43123.

Processing your registration payment does not mean that you have been accepted. It is the policy and past practice for the Chamber to process payments as they are received. If you are not accepted, your registration fee will be refunded as soon as possible following the completion of the jury process.

Please include payment with your application. Checks are to be made payable to GCACC. To pay by credit care, please provide the following information:

Credit Card Type: (Master Card, Visa, etc.) _____ Expiration Date: _____ V-Code _____

Billing Name and Address if different from above _____

The official contract will be in effect upon my receiving a written notice of acceptance by the Arts in the Alley Committee.

Signature of Vendor: _____

Printed Name:of Vendor _____

THE DECISION OF THE JUDGES IS FINAL

GROVE CITY AREA CHAMBER OF COMMERCE
***Arts in the Alley* Music and Arts Festival**
RULES AND GUIDELINES

1. All entries will be juried by a standards committee. Work that is substandard or not appropriate for exhibition will be rejected.
2. All work must be original and handcrafted by the artist. Only recent work is acceptable. No kits or mold ware.
3. All exhibitors must submit three (3) photos of recent work as well as their display. Photos and applications can be submitted by e-mail to: Marilyn@gcchamber.org, or by Mail to:
Grove City Area Chamber of Commerce,
4069 Broadway,
Grove City, OH 43123
4. Photos sent by mail will be returned to exhibitors after verifying they are representative of what is being displayed.
5. **Exhibitors are encouraged to enter any of the other arts/crafts shows being held during the festival -- Fine Arts, Crafts, Photography, and Quilts. However, when the information is finalized for these shows, which will include registration amounts, number of acceptable entries, prize money, etc. it will be posted on the Chamber Web Site at www.gcchamber.org. For further details regarding this year's shows, the event, or questions, please contact the Chamber Office at 614-875-9762.**

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