

CENTER STREET ART WALK

On the Sidewalks of Center St. from Shattuck to Oxford, Berkeley, CA
8 Saturdays, June 12–July 31, 2010 – 11AM to 6PM

APPLICATION EARLY DEADLINES START APRIL 16, 2010

Center Street is one of the most beautiful business district blocks in Berkeley. It has the highest pedestrian traffic in the city -- it links the Downtown BART station to the University of California. Artists will set up on the wide sidewalks with back to the curb. Many of the 13 restaurants have outdoor café seating lined with beautiful planters. Acoustic musicians will be hired during these events. Individually hand-painted art banners will be hung from light fixtures above the area. Your art will be the main attraction.

- You may purchase multiple dates. Early bird fees are due two months prior to each date.
- A 20% fee will be retained in the event of a cancellation up until one month prior to your date after which a 50% fee will be retained. Late applications will be accepted and wait listed.
- Acceptable are 2-dimensional, handmade fine arts by maker including paintings, prints, drawings, photography, digital imagery, textiles, graphics, etc. Greeting cards with your work on them are acceptable.
- Active art making is encouraged. Please let us know if you intend to work in your area.
- Submit **4 photographs** of your items for sale and 1 of your display if available. The photos should be representative of that to be sold from your space. Photos will be used to determine if work screened is the same as that which is in your display. For this first show, artists will be screened only. As the event grows, it will be juried.
- Submit a valid **CA Sellers Permit** number with this application. It may be obtained by calling the State Board of Equalization 510.622.4100. You are responsible for collecting and reporting all sales tax. Use reporting address as 2138 Center St., Berkeley, CA 94704.
- Enclose a **Self Addressed Stamped Envelope** (large manila) with adequate postage for return of your photos and, if you would like, up to 200 4x6 color postcards that you may distribute.
- After receiving your application and fees, promoter will assign you by email a 10' wide x 6' frontage on the sidewalk. Producer will issue you a permit of operation upon check-in that must be displayed in your space.
- Begin set up after 10AM to be open for business at 11AM. Display must remain open until 6PM. The event is on the sidewalk. The street is not closed. Parking is available in nearby paid lots (Brower Center – Kittredge @ Oxford; Center St. Garage – Center @ Milvia; City Garage – Center @ Shattuck). Do not leave your car parked on Center Street after you off load.
- Provide your own chairs, display panels, easels, tables etc. Space must be professional looking and have no storage boxes or clutter showing. Please do not use a canopy. There is no electricity available.
- Marketing for the event will consist of:
 - Event posting on ABS and DBA websites
 - Event notice on ABS Facebook page
 - Event notice on ABS Etrees

-Color postcards will be distributed not only to the businesses downtown but will be made available for the institutions and artists for their own distribution.

- An East Bay Express Eblast ad will be purchased each week

- Press releases will be emailed out

- Online event listings will be posted

- Sandwich board signs will be placed at the Farmer's Market two blocks away

- Overhead art banners will include "Center Street Art Walk"

- Each downtown business, artist, event producer, business association, and participating art organization will be encouraged to send info in their own newsletter, website, Facebook page, etc.

• In case of extremely bad weather or a natural disaster the show may be canceled at the discretion of the Producer. Call 510.548.5335 for recorded information that morning. No refunds or payments will be made if show is canceled.

• Vendor application is on next page. Please print it out and return.

BERKELEY CITY COLLEGE ARTIST APPLICATION

CENTER STREET ART WALK

On the Sidewalks of Center St. from Shattuck to Oxford, Berkeley, CA
8 Saturdays, June 12–July 31, 2010 – 11AM to 6PM

APPLICATION EARLY DEADLINES START APRIL 16, 2010

Business _____

Address _____ City _____ Zip _____

Contact Person _____

Cell Phone (____) _____ Other Phone (____) _____

Email _____

Applicant hereby releases and agrees to hold harmless and to not bring any lawsuit, arbitration or other action, claim, or proceeding (collectively "Release") against Lisa Bullwinkel, the Downtown Berkeley Association, and the City of Berkeley and their members, directors, employees, agents, subcontractors, representatives, attorneys, brokers, insurers, lenders, officers, directors, partners, successors (collectively "Producers") and assigns arising out of or relating to the Center Street Art Walk in Berkeley, CA. This Release includes but is not limited to any claim, loss, expense, cost, obligation, and liability that Applicant may suffer arising out of or relating to the Center Street Art Walk in Berkeley, CA whether by reason of breach of or failure by the Promoters to perform in any manner or any part of its obligations related to the Center Street Art Walk in Berkeley, CA or by reason of any act or omission of the Promoters. This Release includes but is not limited to every type of personal injury, property damage and damage to business interests, whether caused by Promoters or a third party, natural or human-made disaster, or animal.

Signature _____ Date _____

Berkeley City College Special Rate for a 10'x6' Space

	<u>I will attend</u>	<u>Postmarked by</u>	<u>Postmarked after that date</u>
June 12	_____	April 16 - \$25	\$50
June 19	_____	April 23 - \$25	\$50
June 26	_____	April 30 - \$25	\$50
July 3	_____	May 7 - \$25	\$50
July 10	_____	May 14 - \$25	\$50
July 17	_____	May 21 - \$25	\$50
July 24	_____	May 28 - \$25	\$50
July 31	_____	June 4 - \$25	\$50

ENCLOSE:

____ Event Fee payable to *Another Bullwinkel Show*

____ CA Sellers Permit # _____

____ Signature on this form

____ Photos

____ # of Postcards (200 max)

____ SASE for postcards & photo return

____ I will be making art at my booth

Lisa Bullwinkel, Hoopla Coordinator

ANOTHER BULLWINKEL SHOW

2934 Fulton St.

Berkeley, CA 94705-1861

510.548.5335 Phone & Fax

510.334.6523 Cell

Lisa@AnotherBullwinkelShow.com