January 10, 2020

Yountville Arts is inviting local up and coming artists to apply to be juried into the 8th Annual Art, Sip and Stroll Event as an **UP AND COMING ARTIST**. Art, Sip and Stroll will take place on Saturday, April 25 from 11 AM – 5 PM in central Yountville. This program is being offered through a grant from Arts Council Napa Valley.

The **UP AND COMING ARTIST PROGRAM** is new this year and gives an opportunity to local Napa County Artists who have never participated in a professional show to display and sell their art and engage with attendees to gain exposure.

Those selected into the **UP AND COMING ARTISTS PROGRAM** will receive free entry into the event (Valued at $250) as well as our help to match you up with an established artist as a mentor. Our goal is to work to establish a mentor/mentee relationship that can last beyond our event and assist you in building your skills and sales potential. We welcome you to sell your work at the event! You are responsible for conducting your own sales and you retain 100% of the proceeds.

As a recap, if juried into the show as an **UP AND COMING ARTIST:**

- You will receive booth space (10X10 Festival Tent, 8 Foot Table, 2 Chairs)
- Inclusion on our website as well as in our marketing efforts
- We will facilitate matching you up with a local/regional established career artist
- Be included in a feature local news article about our UP AND COMING ARTISTS 2020
- Conduct your own sales at the event and keep all proceeds

**ABOUT ART, SIP AND STROLL**

Art, Sip and Stroll is the largest visual arts event in the Napa Valley held each April during the valley wide “Arts in April” effort. This will be our 8th year!

Yountville is known for its Michelin Star restaurants (French Laundry, Bottega, Bouchon, Bistro Jeanty, Hurley’s and many more), and our abundance of tasting rooms, (Hill Family, Hestan, JCB, Hope & Grace, Silver Trident, Jessup Cellars, Stewart) many of which will join us for this day by offering small tastings along the way.

Yountville Arts promotes this event heavily with consecutive ads in the SF Chronicle as well as rack card distribution throughout the Bay Area and online marketing. It is also a part of the valley wide Arts in April promotions and with full marketing coverage this event has grown in stature and attendance each and every year. We also maintain the website artsipstroll.com which promotes each artist.
Please submit your application online at https://upandcoming.artcall.org. Please make sure that you submit your best photos with the application as we will draw from these for our marketing if you are one of the selected artists!

The deadline to enter is February 14, 2020. Submissions will be juried and chosen artists will be notified within 7 days.

Rules of Participation

Approval: Artists who wish to participate must submit an application describing all products or services to be shown or sold. **All products and services must be handmade by the artist.** If approved, exhibitors agree to follow all Rules of Participation.

Payment: There will be no charge for INCUBATOR SPACE artists to participate.

Check-In: Check in will begin at 8 a.m. on Saturday, April 28. You will receive your booth packet with map and a parking permit the week prior via email. If you are not able to receive email, please let us know and we will mail you a packet. Your booth needs to be set up and ready for sales at 11 a.m.

Exhibitor Set-Up/Break down Hours: Exhibitors can set-up their booth Saturday, April 28 beginning at 8 a.m. Breakdown hours cannot begin until 5 p.m. Early breakdown is not permitted. Artists who break down early will not be considered for future events.

Exhibitor Space /Regulation: Each artist will receive a 10’ x 10’ festival tent. One 8’ table and two chairs.

Miscellaneous:

1. Signs may be used as desired within the booth. Signs must be of an appropriate nature.
2. Loud or offensive exhibits are not permitted.
3. Open flames are not allowed.
4. Exhibitors are solely responsible for compliance with event policies, rules and regulations.
5. Products not approved are subject to immediate removal.

Terms and Conditions for Participation

1. If exhibitor manufactures or causes to be manufactured its own event related merchandise, said merchandise can be sold at the event. Exhibitor represents and warrants that such merchandise shall be free from defects, merchantable, and fit for its particular purpose.
2. The Town of Yountville reserves the right to cancel this Event at any time prior to the date of the Event with refund of all amounts paid by participants. Otherwise, all payments are non-refundable.
3. Product/Service exclusivity is not available through this reservation.
4. The Town of Yountville makes no claims and assumes no responsibilities for the amount of sales or success of its exhibitors. Exhibitor is solely responsible for meeting its/his/her obligations at the event.
5. The relationship between Town of Yountville and the Exhibitor shall remain solely that of independent contractor and shall not be deemed a partnership, joint venture, principle and pal-agent or employer-employee relationship for any purposes.