

THE 26th ANNUAL APPLE HARVEST & CRAFTS FESTIVAL

When: Saturday, September 29th, 2012 at 10:00 a.m. – 4:00 p.m., Rain or Shine

Where: Amherst Town Common, Amherst, MA 01002

Festival produced for the Amherst Family Center,
a program of the UMass Amherst Office of Family Resources



The APPLE HARVEST & CRAFTS FESTIVAL is a re-creation of an old-fashioned New England community fair, coupled with the presentation and sale of beautiful art and fine crafts. Held on the Amherst Town Common, the Festival includes a generous space for professionally presented crafts as well as a midway of family-oriented activities.

Free to the public, the Festival typically attracts thousands of visitors, both local and tourist. As we are now in our 26th year, the entire town looks forward to the event. The beautiful Pioneer Valley is home to the Five Colleges and is easily accessible from the Massachusetts Turnpike and Interstate 91.

HIGHLIGHTS

- ~100 juried craftspeople and or exhibitors
- Wonderful food from local restaurants, shaded with a picnic area
- Children's games (all made and operated by local volunteers)
- Day-long family and general entertainment including a Pre-School Fair
- Silent Auction

EXHIBITION INFORMATION

Number of booths:	100
Booth size:	10' W x 10' D
Booth fee:	\$100 Standard
	\$110 Corner
	\$200 Food Vendors

Jury fee, if applicable: \$10

Registration and setup: Starting at 6:30 a.m. on Saturday, September 29th, Festival helpers will be available to assist artisans, preschools and exhibitors with setup in the morning and breakdown in the afternoon. Full instructions and maps will be sent prior to the Festival. Each artisan exhibits at his/her own risk. The Office of Family Resources will not be held responsible for damage, theft, or loss of any individual's work or personal effects.

ADVERTISING

The Festival is widely publicized throughout New England by means of local and regional newspapers, radio, and tourist guides. Posters and banners are displayed in the region during the weeks before the Festival. Vendor postcards for the event are also available by request.

PUBLICITY

We make every effort to obtain publicity for this event by sending press releases to area media. If you are interested in participating in publicity opportunities, please submit your bio as well as photos with your application. Please provide clear, crisp black and white images for publicity. This is not required and may or may not be used for publicity of the Festival.

PRODUCER

The AMHERST FAMILY CENTER is a free drop-in center for families with children, birth-six years. The Family Center offers activities for parents and children to enjoy together, including support groups, and workshops on parenting issues. We also provide supervised play activities to give parents respite and to enable them to participate in groups and workshops. The Center, a program of the Office of Family Resources at the University of Massachusetts Amherst, is funded by campus trust funds, the Hampshire County United Way; the MA Department of Education through the Hampshire Education Collaborative; individual donors, parents, area businesses, churches,

synagogues and civic organizations. The Festival is the Center's largest fundraising event of the year, and provides the Center with a large portion of its operating budget. Many dedicated volunteers make this even possible.

PRINCIPAL SPONSOR

ATKINS FARMS COUNTRY MARKET is a local landmark, a country orchard store and full service market, nestled against the scenic Mt. Holyoke Range in South Amherst on Route 116. Atkins has been the principal sponsor of the Apple Harvest Festival for many years. We welcome them back! Atkins specializes in delicious homegrown quality apples, peaches, and pears. They are also known for their wide variety of fresh fruit and vegetables. Atkins' bakery offers made-from-scratch pies and pastries and the most beautiful wedding cakes. Their old-time style meat market boasts the finest cuts of Black Angus meat and Bell and Evans poultry, pork, lamb, etc. The cheese, deli, specialty foods, and flowers for all occasions make shopping at Atkins a unique experience where old time service is an everyday treat.

SILENT AUCTION

Participate in our silent auction and receive great exposure at the entrance to the Craft Festival. The silent auction area will provide an overview for shoppers as they enter the Festival. Items donated will be displayed and clearly labeled with the artisan name and booth number in the entrance area. Volunteers will collect donations at the end of the morning setup period. Thank you in advance. Your donation is tax deductible.

STANDARDS

The APPLE HARVEST & CRAFTS FESTIVAL is open to any artist or craftsperson working in the United States, early education programs and preschools, and a limited number of non-craft corporate exhibitors.

1. The artisan and/or members of the artisan's family must create **ALL** works displayed. We will not accept sales representatives or agents.
2. Commercially manufactured items, imports, and items from commercially sold kits or plans **may not** be offered for sale. Jewelry made by simply assembling imported parts will not be accepted.
3. Exhibitors who are selling food must obtain a Food Permit from the Town of Amherst at their own cost.
4. Mixed media booths are accepted, provided all crafts to be exhibited are juried. Make sure your pictures show examples of all your work.
5. Crafts persons/Exhibitors may sell only the type of work described in the application. Be sure to put a complete list on your application.
6. No shared booths.
7. Exhibitors must provide their own displays. Displays must be sturdy, tasteful, and professional in appearance.
8. Receipt of an application is a commitment to attend. All fees are non-refundable.
9. No pets or alcoholic please.

IMPORTANT: Be aware that exhibitors failing to comply with the aforementioned standards may be asked to remove non-compliant items and failure to meet agreed upon eligibility standards may ultimately result in the vendor being required to leave the Festival and forfeit the Festival's entry fee.

INQUIRIES

For an application or to submit materials, contact:

Amherst Family Center
C/O The Office of Family Resources
Room 428 Student Union Building
University of Massachusetts Amherst
Amherst, MA 01003-9245

Please make checks payable to: Amherst Family Center / UMass OFR

Feel free to contact us with questions:

Office of Family Resources: (413) 545-0865
(413) 545-2129, Joanne Levenson
E-mail: ofr@stuaf.umass.edu OR levenson@stuaf.umass.edu



**THE 26th ANNUAL APPLE HARVEST & CRAFTS FESTIVAL
APPLICATION FORM**

ATTENTION JEWELERS:

The Apple Harvest and Crafts Festival will limit the number of jewelers.
Qualified jewelers will be accepted on a first come, first serve basis.

Name: _____

Business Name: _____

Address: _____ City, State, & Zip Code: _____

Home Phone: _____ Business Phone: _____

Email Address: _____ Website: _____

Check here if you would like a link to your website placed on OFR's website.

I. Check here if you are jury exempt.

Jury-exempt status is given to vendors who have participated in past Festivals or have been juried by an Apple Harvest Festival representative. *We remind you that manufactured and imported items are not accepted.*

Check here if you need to be juried.

Send a photo (no slides) of each medium to be represented and one photo of your booth. Label each photo with your name and address. *Photos are nonreturnable and will be kept on file for future Festivals.*

Please list photos below:

II. Artisan, Non-Craft Corporate Exhibitor, Early Education/School Program Booth Selection

Standard - \$100 Corner - \$110 Row A - \$110 Either Corner or Row A

Special Request? _____

Exhibitors and Crafters must supply their own tents and display tables as applicable. Early Education programs will be provided with table and tent space.

Food Vendors:

Food to be consumed at Festival (i.e. popcorn) - \$200

- *Food vendors must obtain a Food Permit from the Town of Amherst at their own expense.*

III. If you have been with us before please circle which years:

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011

IV. List all the mediums you will be presenting to sell. Only items listed may be shown.

1. _____
2. _____
3. _____
4. _____
5. _____

V. What is the price range of your work? _____

VI. Do you wish to participate in the silent auction? Yes No

VII. FEES: ALL FEES ARE NON-REFUNDABLE

Fee - \$10 (separate check from booth fee) – *Fee is waived if jury exempt*..... \$ _____
Booth fee in full - \$100, \$110, \$200..... \$ _____
TOTAL ENCLOSED..... \$ _____

Please make checks payable to:
Amherst Family Center/OFR

Mail application and fee as soon as possible to:
Amherst Family Center
C/O The Office of Family Resources
Room 428 Student Union Building
University of Massachusetts Amherst
Amherst, MA 01003-9245