

SAVE THE DATE SOUTHBAY FESTIVAL OF THE ARTS

**JUNE
25**

SATURDAY
11AM TO 5PM



Dear Friend of the Arts,

The Torrance Cultural Arts Foundation (TOCA) is pleased to announce that it will be moving forward with the 5th Annual South Bay Festival of the Arts on Saturday, June 25th from 11:00am to 5:00pm. TOCA's mission is to not only enrich the community by providing diverse cultural, educational & entertainment experiences of the highest quality but to also serve as a teaching organization and support the next generation of teachers, performers and artists.

Similar to previous years, the South Bay Festival of the Arts event will provide free performing and visual arts to the South Bay Community and beyond. The event will feature hands-on art, dance, music and craft activities, as well as demos and live entertainment on a number of stages. We also wish to feature South Bay restaurants, breweries and wineries as well as local artisans. We have also decided to sponsor a juried art show to kick off and close the event. This year, we are anticipating 5,000+ attendees.

As an artisan, we invite you to participate in the South Bay Festival of the Arts to display and sell your work. We have a number of indoor and outdoor exhibitor spaces available that will provide the opportunity for your work to be seen, recognized and appreciated by festival attendees. Exhibitor fees are minimal and only serve to cover the cost of booth rentals.

As a South Bay Festival of the Arts artisan and exhibitor, you will receive:

- One high-quality 10 x 10 booth, a six-foot table and 2 chairs. Other items are available (see attached application for details).
- Business information included on day-of-event maps/programs
- Inclusion as an Artisan/Exhibitor in all advertising, including:
 - TOCA website with links to your business
 - Social Media campaign
 - Featured as "Artisan" in all TOCA season programming materials

If you are interested in participating, we ask that your booth remain staffed for the duration of the festival (11:00am – 5:00pm). We will have volunteers on hand to assist you with setup and tear down. Further details will be provided once your participation is confirmed.

We want to express our appreciation to you for your anticipated support of TOCA and the South Bay Festival of the Arts on June 25th. Your participation makes an important difference to the South Bay community! We welcome the opportunity to discuss more about the South Bay Festival of the Arts and how we can work together.

Sincerely,

Ellenmary Michel & Lori Nolan
South Bay Festival of the Arts Co-Chairs

TOCA 2022 SouthBay Festival of the Arts Exhibitor Information

The Torrance Cultural Arts Foundation will present their annual SouthBay Festival of the Arts on June 25, 2022.

We look forward to having you participate in this great event. Please review the Terms and Conditions below and fill out the Registration form at your earliest convenience to secure your preferred spot at the 2022 SouthBay Festival of the Arts!

Terms and Conditions:

As an Exhibitor in the SouthBay Festival of the Arts, I agree to adhere to the following:

1. Contract: This Exhibitor contract properly executed by applicant (Exhibitor) shall upon written acceptance and notification of booth assigned by The Torrance Cultural Arts Foundation (TOCA) acting as the SouthBay Festival of the Arts management, constitute a valid binding contract. TOCA reserves the right to accept or reject any applicant.

2. Space Assignments: TOCA exercises full authority over the assignment of all exhibitor spaces. We will have outdoor spaces available (i.e., Main Plaza and grassy area, with canopy set up) and inside spaces (i.e., Ken Miller Hall, with pipe and drape). All items must be confined to the identified 10' square area. Assignments will be made on a first come/first served basis. For best available space, please get your application in early.

3. Exhibit Space: Depending on location assignment, TOCA will furnish:

- 1—6'x 30" table*
- 2—chairs*
- 1—canopy or pipe and drape (10' square)

*1 extra table and up to 2 extra chairs may be added for additional cost (see application). Note: 2 tables/4 chairs maximum.

4. Exhibit Guidelines:

- A. State law requires all sellers (where applicable) to have a current and valid resale permit. It is the sole responsibility of the exhibitor to collect and report sales tax generated at the exhibition.
- B. All exhibitors assume responsibility for compliance with all pertinent ordinances; regulations and codes of duly authorized Local, State, Union and Federal governing bodies concerning fire, accident, or any other cause. Exhibitor is required to provide all insurance and/or policy riders to cover all exhibitors' space content.
- C. Exhibitor agrees to hold Torrance Cultural Arts Foundation staff, board of directors and City of Torrance, its employees and representatives harmless from any liability and from any bodily injury, property damage and all liability arising from the operation of the exhibit or products sold during the exhibition.
- D. Exhibitor agrees not to sell, sublet, share, exchange or assign their rental space to any other party. Exhibitor will be asked to leave the exhibit without a refund if the subletting policy is violated.
- E. TOCA does not assume responsibility for exhibitor property, his/her staff or agents from theft, fire, or accident.
- F. TOCA reserves the right to exclude or to require modification to any exhibitor's display or demonstration that it considers unsuitable or not in keeping with the purpose of the South Bay Festival of the Arts. Management reserves the right to rent space to firms, companies, individuals, and organizations engaged in similar or competitive businesses to exhibitor.
- G. Torrance Cultural Arts Foundation is a non-partisan and non-denominational organization. Religious or political organizations are not accepted.

5. Exhibit Activities:

- A. Exhibit spaces are for the creation or selling of original art (ceramics, paintings, jewelry, clothing, toys, books, etc.). Retail sales of commercial items are not permitted.
- B. All exhibitor merchandise must be legal. Counterfeit items are prohibited. (Note: Alcohol, tobacco, firearms, survival weapons, gases or pepper sprays and related items are prohibited from display or sale.)
- C. We encourage artists to offer art activities in their booths for festival participants. Vendors may offer these activities for free to encourage attendees to visit their booth, charge an appropriate amount, or request tips.

6. Payment Terms:

- D. Space fees are due in full with the submittal of contract.
- E. Payment accepted by Checks/money orders payable to **Torrance Cultural Arts Foundation** (NO cash) or credit card.

7. Advertising: Policies and Conditions:

- A. TOCA will promote vendor participation on its website (www.torrancearts.org), social media, and other marketing efforts.
- B. Every possible care will be taken in the production and display of all marketing including on-line advertising, social media posts, flyers, posters, etc. However, if a mistake or omission occurs, TOCA will not be held financially responsible. Neither South Bay Festival of the Arts nor Torrance Cultural Arts Foundation management will be held liable for damages if there is failure to publish an advertisement for any reason.



2022 SouthBay Festival of the Arts

Saturday, June 25, 2022 • 11am– 5pm • Torrance Cultural Arts Center • 3330 Civic Center Drive, Torrance, CA 90503

The undersigned hereby applies for space in the South Bay Arts Festival and agrees to be bound by the Terms and Conditions on the attached page.

Registration:

Company/Organization Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail Address: _____ Web Address: _____

Office Phone: _____ Cell Phone: _____

Type of Vendor

All booths include one table (6'x 30"), 2 chairs and one 10' x 10' canopy (outside) or pipe and drape (inside). Placement/location of booth is determined by TOCA staff. All locations are good, but there are a few "premium spaces" available—usually at entryways with maximum visibility. Exhibitor booths are available on a first-come, first-served basis, so get your applications in early! Any non-food vendor must be selling items made by the artist(s). Exceptions will be considered by Festival management. Please select your choice of booth:

- Outdoor Vendor - \$200 Outdoors Premium Vendor – \$275
- Indoor Vendor – \$150 Indoor Premium Vendor – \$225

Photos/links to images of commercial vendors can be forwarded to: Sharon@torrancearts.org

Questions regarding application, space availability, etc., can be forwarded to Sharon@torrancearts.org; or call/text Ellenmary Michel at 562-334-5495 or email at ellenmary.michel@me.com

Payment

- Booth space (Based on Type of Vendor Above) # _____ x \$ _____ = \$ _____
- Tablecloth - \$20 Each # _____ x \$ 20 = \$ _____
- Additional Chairs - \$5 Each..... # _____ x \$ 5 = \$ _____
- Additional Tables - \$10 Each (Max of 2 tables per booth) # _____ x \$ 10 = \$ _____
- Electricity - \$10..... # _____ x \$ 10 = \$ _____
- Wi-Fi - \$10 # _____ x \$ 10 = \$ _____
- TOTAL DUE..... \$ _____

Payment: Check/Money Order (Made payable to Torrance Cultural Arts Foundation): Credit Card Visa MasterCard Discover Amex

Card #: Expiration Date: _____ Code: _____ Signature _____

Exhibitor Signature: _____ Date: _____

Mail Exhibitor Contract and Payment to: **TOCA, P.O. Box 10416, Torrance, CA 90505**

Phone 310.378.8100 • Sharon@torrancearts.org

• **Payment must accompany vendor contract** •

Please return by May 15th, 2022 • Applications submitted after May 15th will incur an additional \$50 Fee (space permitting)

No applications will be accepted after Wednesday, June 15th