



# 29th Annual Santa's Craft Castle

www.santascraftcastle.com

## *A letter to our Exhibitors,*

We, the Eisenhower High School Instrumental Boosters, are proud to announce the **29th Annual Santa's Craft Castle** arts & craft show on **Saturday November 17, 2012**, at Eisenhower High School from **9:00 a.m. to 4:00 p.m.**

In order to maintain a successful, fresh show, each applicant's work will be juried annually and the number of exhibitors in each category will be limited. Acceptance is based on quality, variety and uniqueness of the crafts.

- **Application deadline:** June 1, 2012 or until show is filled
  - **Jury Committee meets:** 1) Mid June 2) Monthly until show is filled
  - **Acceptance Notification:** Will be sent within 4 weeks of jurying.
- ◆ **Jury Photo Requirements:** All photos must be **3"x5" or larger**. Strive for quality prints, as these photos represent your work and will be the basis for the jurying evaluation. We encourage photos that visually display the quality, variety and uniqueness of your products, therefore photos that have several types of craft products in them will fail to show the detail or specific features of the items. Additional photos, beyond the minimum set for each media, are always welcome.
- ◆ **Basic material receipts:** (supplies to make your crafts/artwork) These requirements continue to help us eliminate "buy-sell", wholesale and commercially manufactured items from being sold. Please be sure to submit enough receipts to represent the full spectrum of supplies you use to create your crafts and the volume of your business (ie. 3-4 large quantity purchases or numerous, smaller receipts)
- ◆ **Booth Spaces:** Aside from our generous 6' x 12' space, we also offer a limited amount of assorted booth sizes. We have limited 3' x 24' and 4' x 18' spaces for those who wish to have more "frontage" and a few 6' x 12' "Premium End" spaces (non-electrical) that are different than the traditional end space. These "Premium End" spaces have three shopping sides, a 6' side, 12' front & 6' side, exposed to customer traffic vs. the traditional end space that has only a 12' front & 6' side exposed to customer traffic. These "Premium End" spaces are only available if the layout of the show permits it and may vary from year to year.
- ◆ **Processing Fee:** This fee is only for applications that are submitted or postmarked after June 1, 2012. Any applications received after this date, without this additional processing fee, will not be accepted.
- ◆ **Note:** Please note that we must receive ALL of the items listed (1-5) on the bottom of the application in order to be considered for our show.

The growing success of our show is attributed to the balance of new and returning fine crafters, news releases and advertisements with various newspapers, radio stations, lawn/road signs and flyers distributed to merchants and schools. The proceeds from this yearly event provides supplemental funding for instrumental scholarships, competition fees, uniforms, and music for our instrumental music program. Your participation is truly valued!

Space is limited, submit promptly. Crafters will be notified of the jury decision via mail or email. Attached is an Application and a Rules & Regulations contract.

We thank you for your interest in our show and we look forward to receiving your application!

Sincerely,  
2012 Santa's Craft Castle Chairperson: Kim Schales



Please read all of these documents thoroughly. In order to be considered, you must include all of the requirements with your application.



## Santa's Craft Castle

~ Miscellaneous Notes ~

- We offer more than 200 booth spaces.
- Absolutely no buy-sell, wholesale, or commercially manufactured items allowed. Jewelers: NO filler Pandora-like beads.
- No cancellation refunds after August 30, 2012. A \$25 fee will be held from all refunds.
- We will not reschedule the show due to inclement weather.
- Applications sent to any other address, other than the address on the application, will not be processed.

Please send your application and the required items to:

**Santa's Craft Castle**  
6281 Fordham  
Shelby Twp, MI 48316

Any questions?  
Email:  
mail@santascraftcastle.com

or call Kim Schales  
586-242-4995

## Craft Raffle

## Have you heard about our Craft Raffle???

This successful raffle consists of donated crafts from our generous crafters. Crafters that choose to participate, donate a craft that is valued at \$15-\$20. In return for the donation, we provide beautifully decorated advertisement tent cards with their name & location in our show, for our display at the front entrance. These items are raffled through out the day. This raffle is always enjoyed by all!





**29th Annual Santa's Craft Castle**  
*Juried Arts & Craft Show*  
**Saturday, November 17, 2012 (9:00 am - 4:00 PM)**  
 EISENHOWER HIGH SCHOOL, 6500 25 Mile Rd., Shelby Township, MI., 48316

Booth # \_\_\_\_\_

FOR OFFICE USE ONLY

Date Rcv'd \_\_\_\_\_

'11 B # \_\_\_\_\_

✓rel date: \_\_\_\_\_

**EXHIBITOR'S APPLICATION**

*(NO Buy / Sell or manufactured merchandise permitted)*

Application Deadline: June 1, 2012 or until show is filled. No refunds after 8-30-12

**SECTION #1**

Crafter's Name \_\_\_\_\_ Business Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime phone ( ) \_\_\_\_\_ Evening phone ( ) \_\_\_\_\_

E-mail address \_\_\_\_\_

Do you prefer to receive correspondences and future applications by email?  Yes  No

New Crafter  '11 Returning Crafter  Returning Crafter but not in '11

I wish to donate a \$15-\$20 (value) craft item to the Craft Raffle

Do you require a Handicap parking space? (Must show current State of MI handicap permit at Check-in area in parking lot & display in car)

**SECTION #2**

**SPACE REQUEST:**

(Please note order of preference: 1, 2...)	I would like to reserve:	<b>TOTALS:</b>
<input type="checkbox"/> ONE 6' x 12' space	\$95.00	\$
<input type="checkbox"/> TWO 6' x 12' spaces (maximum 2 - 6' x 12' spaces per crafter)	\$190.00	
<input type="checkbox"/> PREMIUM END 6' x 12' space (very limited) *Non-Electrical - three "shopping" sides	\$115.00	
<input type="checkbox"/> ONE 3' x 24' space (very limited)	\$105.00	
<input type="checkbox"/> ONE 4' x 18' space (very limited)	\$105.00	

<b>TABLES:</b> I would like to reserve:		
<input type="checkbox"/> ONE 6 ft table (Permitted for any sized space reserved)	\$7.00	\$
<input type="checkbox"/> TWO 6 ft tables (Permitted for any sized space reserved)	\$14.00	
<input type="checkbox"/> THREE 6 ft tables (Only permitted for two 6' x 12' OR one 3' x 24' space/s reserved)	\$21.00	
<input type="checkbox"/> ONE 8 ft table (Permitted for any sized space reserved)	\$10.00	
<input type="checkbox"/> TWO 8 ft tables (Permitted for two 6' x 12'; one 3' x 24' OR one 4' x 18' space/s reserved)	\$20.00	

<b>ELECTRICITY:</b> I would like to reserve:		
<input type="checkbox"/> Electricity - <u>One space reserved</u> (one 3 prong outlet-Limited & Subject to Availability)	\$10.00	\$
<input type="checkbox"/> Electricity - <u>Two spaces reserved</u> (one 3 prong outlet-Limited & Subject to Availability)	\$20.00	
<input type="checkbox"/> Application Processing Fee -	\$20.00	\$
For ALL applications submitted/postmarked after 6-1-11 deadline (Applications received after this date without this fee will not be accepted)		

<b>WEBSITE LINK:</b> I would like to reserve:		
<input type="checkbox"/> YOUR Website LINK and LOGO on SCC website (6/12 - 6/13) Search Engine Optimization Opportunity! Introductory special offer. Drive more visitors to your website now!	\$15.00	\$

**GRAND TOTAL DUE:**

\$

**SET-UP:** (This is used to set arrival times - Set-up begins at 6:00 am Day of Show)

I need  hour(s)  minutes (total time) to unload my crafts & set up my display.

**SECTION #3**

♦ **MEDIA LIST:**

(Please check all that apply to the merchandise you intend to sell)

- Art Media - note media used: \_\_\_\_\_
- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Aromatherapy/Soaps | <input type="checkbox"/> Furniture             | <input type="checkbox"/> Needlework / Quilting                |
| <input type="checkbox"/> Candles            | <input type="checkbox"/> Glass / Stained glass | <input type="checkbox"/> Painting / Drawing                   |
| <input type="checkbox"/> Ceramic / Pottery  | <input type="checkbox"/> Handbags              | <input type="checkbox"/> Painting:<br>China, Porcelain, Glass |
| <input type="checkbox"/> Clothing - type:   | <input type="checkbox"/> Holiday               | <input type="checkbox"/> Photography                          |
|   | <input type="checkbox"/> Jewelry               | <input type="checkbox"/> Soft fabric sculpture                |
| <input type="checkbox"/> Fabric             | <input type="checkbox"/> Knitting / Crochet    | <input type="checkbox"/> Wood - finished                      |
| <input type="checkbox"/> Floral             | <input type="checkbox"/> Metal art / Sculpture |   |
- Other - Please list: \_\_\_\_\_

♦ **BRIEF DESCRIPTION** of process or materials used:

♦ **PHOTO REQUIREMENTS \*:** A "set" of photos are required

- ▶ All photos must be NO smaller than 3" x 5" in size.
- ▶ Each "set" of photos must include:  
(Showing quality / variety / uniqueness of your merchandise)  
(Showing crafts at different stages of completion)

▶ 1 Booth photo.

♦ **RECEIPT REQUIREMENTS \*:**

- ▶ **Recent receipts for "basic materials"** (dated within last 8 months)  
(Basic materials = Supplies to make your craft)
- Receipts must represent the volume of your business (ie. 3-4 Large quantity purchases or numerous smaller receipts) AND represent the full spectrum of "basic materials" you use to create your crafts.

**In order to juried for our show, you must send in ALL of the following items:**

- 1) This completed, signed (both sides) Application / Rules & Regulations contract.
- 2) Photos\* See Jury Photo Requirements in Section #3.
- 3) Recent Receipts for "basic materials"\* See Receipt Requirements at bottom of Section #3.
- 4) Check / Money order or Cashiers check, Payable to: Eisenhower Instrumental Boosters
- 5) Self - addressed, stamped standard letter sized envelope.

Send to:  
**Santa's Craft Castle**  
 6281 Fordham  
 Shelby Twp., MI 48316  
 Kim Schales 586-242-4995  
 website: www.santascraftcastle.com

I, the undersigned, understand and will abide by the rules and regulations set forth in this document (Application - front and Rules & Regulations Contract - back) for the 2012 Santa's Craft Castle arts & craft show and pledge that all of the items displayed in my booth are disclosed above and are made by the crafter hereafter named.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## 29th Annual Santa's Craft Castle

Juried Arts & Craft Show

Saturday, November 17, 2012 (9:00 am - 4:00 PM)

EISENHOWER HIGH SCHOOL, 6500 25 Mile Rd., Shelby Township, MI., 48316

### Rules & Regulations Contract

(NO Buy / Sell or manufactured merchandise permitted)

Application Deadline: June 1, 2012 or until show is filled. No refunds after 8-30-12

#### Under this Contract:

##### Promoter / Instrumental Booster's agree:

- 1) To promote and publicize Santa's Craft Castle Arts & Craft Show locally and in major publications, community tv ads, statewide craft brochures.
- 2) To provide online flyer to download for exhibitors to promote their participation.
- 3)\* To provide contracted space and to honor annually accepted prior year returning crafters' booth requests for applications received before the June 1 deadline reserving the right to modify requests in the best interest of the show.
- 4) To provide 2 chairs for 1 booth and 3 chairs for 2 booths reserved.
- 5) To provide 6 ft or 8 ft. tables to those who request and pay the additional fee for them.
- 6) To provide electricity, where available, to those who pay the additional fee. Electricity is not a guarantee, fee will be refunded, on the day of the show, if electricity is not available.
- 7) To provide student and/or adult volunteers to help with unloading and loading vehicles if assistance is needed. Volunteers and students are not allowed to help set up booth displays.
- 8) To provide specially designated crafter parking. Handicapped parking is available, must request it on application and provide current St. of MI handicap permit upon check-in.
- 9) To provide the crafter and 1 (one) assistant with a breakfast coupon (complimentary cup of coffee and choice of doughnut or bagel) for use between 7:30-9:00 am. Student runners will be available to take your orders and deliver to your booth.
- 10) To provide specially designed advertisement cards to promote those crafters that donate a craft (\$15-20 value) to the Craft Raffle.

##### Exhibitor agrees:

- 1)\* All items to be sold must be handcrafted (at least 80%) by the crafter, with the exception of a maximum of 10% of "raw materials" and/or display components. **No buy-sell, imported, wholesale handcrafts or commercially manufactured items will be permitted.** Non compliance of this term could result in the dismissal of the exhibitor from the show, without refund and not be invited back.
- 2) The crafter/exhibitor must sell only items submitted for jury review. Any craft items added after the original jury process must be submitted for additional jury review in the same manner as the original crafts. Submit new craft information, receipts and all required photos (section #3 of application) no later than October 31st.
- 3) To be responsible for collecting their own MI sales tax.
- 4) Inappropriate (vulgar, offensive or indecent) merchandise is not permitted. Questionable items will be removed upon request of show management.
- 5) After unloading, all crafter vehicles must be moved to designated crafter parking and remain there until after 4:00 pm.
- 6) To display, sit and sell merchandise **within the boundaries of the rented space only** and to provide floor length table covers.
- 7) To be present and completely set up by 8:30 am (1/2 hour prior to the start of the show). If your booth is not occupied by 8:00 am, it may be forfeited with no refund or allowance whatsoever. 2 persons allowed in single booth area and 3 people allowed in double booth areas.
- 8) To remain at the show and not dismantle booth until after 4:00 pm (the close of the show).
- 9) Electrical Booths must provide their own 25' 3 prong extension cord with ground to access electricity. Any demonstration tools or equipment will be subject to safety and code approvals, which proof is the responsibility of the crafter. Outlets are clearly marked for each individual booth use. **ABSOLUTELY NO** sharing electricity with other booths.
- 10)\* To cooperate in maintaining a hazard free, safe and harmonious nature of the show: No open flames, extending outside of designated booth space, shifting designated booth space outside of marked area, occlusion of aisles, no smoking on school property, etc.
- 11) To not sell their booth space, electricity, raffle tickets, hold their own raffles or sell baked goods.
- 12) To clean and vacate the booth by 6:00 pm, including disposal of all trash.
- 13) Any and all property of the crafter / exhibitor is the sole responsibility of the crafter /exhibitor during unloading, loading and while on the premises.
- 14) Grants media release of the supplied photos, excluding "in process" photos, photos taken on the show date, name, website information and other materials to be displayed for promotional purposes including, but not limited to, the Santa's Craft Castle website and handout brochures.
- 15)\* **A \$25.00 fee will be held from all cancellation refunds.**

##### Release:

I, the undersigned, waive any and all claims and all rights for damage released against Santa's Craft Castle, Eisenhower High School/Utica Community Schools, the Instrumental Boosters, show management/promoters or their agents/representatives, volunteers, successors and assigns of any responsibility for damage to or loss of equipment, artwork and bodily harm which may arise from participating in this event.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

\* New or Updated Rules & Regulations