



## FONTANA ARTS FESTIVAL - CALL FOR ARTISTS

Dear Artist,

The City of Fontana Community Services Department would like to invite you to participate at the Fontana Arts Festival. The Fontana Arts Festival is a place to help promote and inspire the community's interest in visual and theatrical arts and for artists to network, sell, and showcase their talents. This year the event will be held on **Saturday, July 30, 2022**, from **5:00 p.m. – 10:00 p.m.** at Fontana Park 15556 Summit Avenue Fontana, CA.

If you are interested in participating, complete and submit the application no later than May 27, 2022. Space is limited, and due to high interest in this event, applications are approved based on completion of application, diversity of work, quality of work and mediums.

### Application Requirements:

1. Completed festival application
2. Proposal for demonstration (if applicable)
3. Five to ten photos of items to be displayed/sold
4. Email completed application to Diana Ambriz at [dambriz@fontana.org](mailto:dambriz@fontana.org) or mail to 16860 Valencia Ave. Fontana, CA 92335 ATTN: Diana Ambriz

**All applications for artists interested in stage or ongoing demonstrations should submit their application and proposal no later than Friday, June 3, 2022. Artist who will not be providing demonstrations must turn in applications by June 10, 2022.** Artists will be notified no later than **June 17, 2022**, of selection. Once notified, you will have one week to submit the \$55.00 payment to reserve your spot.

Thank you for your interest, and we hope to see you at the Fontana Arts Festival!

Diana Ambriz  
Community Services Coordinator  
City of Fontana  
909.349.6974 | [dambriz@fontana.org](mailto:dambriz@fontana.org)





## ARTIST APPLICATION

City of Fontana

Saturday, July 30, 2022

5:00pm –10pm

Fontana Park

15556 Summit Ave. Fontana, CA 92335

Community Services: Cultural Arts Department

16860 Valencia Ave, Fontana, CA 92335

(909)349-6975 Fax: (909)349-6981

### EVENT RULES AND REGULATIONS

- **HOURS**: Event hours are from 5:00pm to 10:00pm. Event will close to public at 10:00pm. Artists must be present during all scheduled festival hours.
- **ARTWORK**: All artwork must be family oriented and suitable for all audiences. Nudity, violence, drugs or artwork that is seen to exhibit obscene or immoral nature are unacceptable. Any work found to be inappropriate by staff will be asked to be removed immediately. All artwork must respect the diverse beliefs and values of the Fontana community.
- **CRITERIA**: Art must be original in design and executed by applicant. Each artist must accompany their own artwork and may display and sell only in the category which has been accepted.
- **REPRODUCTIONS**: Original art must occupy more than 50% of booth space. Limited edition prints—individually labeled as such, may be sold only if signed, numbered and framed.
- **DISPLAY**: Artists must furnish their own display panels and all display items needed. Space assignments is at the City's discretion and will be assigned prior to day of event. Space assignment will be given to exhibitor in welcome packet. The City has the right to change booth location on the day of event based on availability
- **LIABILITY**: Artists display all artwork at their own risk. The City of Fontana is not responsible for damage, loss or theft to artwork or personal property.
- **SELLERS PERMIT**: In compliance with tax laws it is mandatory for participants to obtain a California Sellers Permit; must be on hand the day of the event.
- **FONTANA BUSINESS LICENSE**: Fontana business license is purchased through Fontana City Hall. You may mail in the application with payment, which can be downloaded at the following website: [fontana.org/262/Custom-er-Services](http://fontana.org/262/Custom-er-Services). After submission, the purchaser **MUST** follow up with business license clerk at **909-350-7675** within 2 –3 weeks to ensure all paperwork was received and is correct.
- **INELIGIBILITY**: Artists who do not comply with the Festival rules and regulations will be ineligible for admission.



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## DEMONSTRATIONS

### STAGE DEMONSTRATIONS – ARTIST STIPEND \$200

A stage demonstration is a great way for an artist to show off their skill while interacting with an audience. The stage demonstrations will consist of a forty-five-minute interactive art session in which artists create a work of art along with music, while the audience has the opportunity to see the artist's creative process. Artists will also be available for a Q & A to answer any questions the audience might have.

*All materials must be provided by the artist.*

### BOOTH DEMONSTRATIONS – ARTISTS STIPEND \$200

The purpose of the Fontana Arts Festival is to expose the public to the arts while raising awareness about the region's vibrant art community. Artists can contribute to this endeavor by providing ongoing demonstrations throughout the day. Demonstrations will take place at the artist's booth and is an excellent way to draw the public to their booth to promote their artwork. Artists should focus on creating one or multiple pieces of art throughout the duration of the event and be available to answer questions about their art and creative process to festivalgoers. (All materials must be provided by the artist.)

- **If interested in providing any of the services listed above, please include a proposal of what you would like to teach/demonstrate with your application.** If the proposal is accepted, you will be notified and will need to obtain a **City of Fontana business license** as soon as possible (usually about \$86.00). Once obtained, a copy of the receipt must be provided, and The City will create a contract for your review and signature regarding your services (this process can take up to two months, so we encourage you submit your proposals as soon as possible).
- In the event of inclement weather, stipends for the workshops/demonstrations will not be paid

***Space is Limited - Apply today!***



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Fontana Park

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Community Services: Cultural Arts Department

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Deadline For Application: June 10, 2022 by 5pm

Application Checklist:

- Submit complete festival application
Five to ten digital photos of items to be sold or displayed
All artwork must fall within event's Rules and Guidelines.

Vendor Fee: \$55 payment will be due at time of acceptance notification

Vendor fee includes the following:

- Canopy Location OR Shaded Bench Location
(1) 10x 10 ft canopy (1) 6ft tables
(2) 6ft tables (1) Attached bench
(2) Folding Chairs

Name: Business Name:

Address: City: State: Zip:

Phone Number : Email & Social Media:

I will be displaying the following original media:

- Painting (oil, watercolor, acrylic, gouache, spray paint) Glass/Wood/Ceramics/Sculpture
Photography Textiles/Mixed Media
Drawing/Graphics Other:

Additional Questions:

- I am interested in providing an on going booth demonstration
I am interested in providing a stage demonstration of
Yes, I will need electricity.
Yes, sign me up for Fontana Arts Notify Me!

I understand the City of Fontana does not provide property of liability insurance for participants and that I should do so at my own expense. I agree to abide by festival regulations and guidelines and understand that there are no refunds due to inclement weather.

For all rules and guidelines please see the back of this page or call the Art Depot Gallery, 909-349-6975

Signature: Date:



Arts.Fontana.org

