

Dear Craftsperson/Artist:

Thank you for your interest in the **Berkeley Farmers' Market Holiday Crafts Fair, a benefit for the Ecology Center. The Fair will be in Civic Center Park next to our Saturday Berkeley Farmers' Market** which is on Center St. between Martin Luther King, Jr. Way and Milvia St. **The 20th annual Berkeley Farmers' Market Holiday Crafts Fair will be held on 3 Saturdays: December 3, 10, and 17, 2011** from 10 am to 4 pm. Like the Farmers' Market, the Crafts Fair will happen **RAIN OR SHINE**, so bring weather protection if you intend to participate on a rainy day. We will be advertising the event widely in the local media and with posters, postcards, flyers, and signs.

All items offered for sale must:

1. Be made locally (in California) by the seller, the seller's family, or employees (non-profit organizations raising funds for their work may be granted exemptions to this rule on a case-by-case basis).
2. Not have extensive negative impacts on the environment. (For more information on craft environmental considerations go to www.EcologyCenter.org/bfm and click on the "Apply to Sell" listing on the left.)
3. Not conflict or compete directly with those being sold by our farmers.

The fee for participating is 10% of your gross income each day, in addition to a (non-refundable) \$20 registration fee for each day for which a space is reserved for you.

Booth spaces will be 10 ft. x 10 ft. No tables or chairs or canopies will be available for rental or loan on site.

In order to be considered for participation in this year's fair we must receive the application below, along with clear photos of all categories of items that you wish to sell, by Sept. 14. [Remember: one of our main tools for publicizing the Fair is a postcard that features craft photos. So, even if you've participated in our Fair for several years, we still very much need your best photos.] **Please do not send any money with your application.** Submission of an application does not guarantee your admission into the fair. Your photos will be returned by about November 1st along with a letter of acceptance or rejection. If you are invited to participate we will ask you to return a confirmation form to us with a check for \$20 for each day you intend to participate. (The reservation fee is not refundable in the event of bad weather or if you decide not to participate.) If you have any questions, please contact Berkeley Farmers' Market Special Events Coordinator, Kirk Lumpkin at (510) 548-2220 ext. 227 or Kirk@EcologyCenter.org.

Berkeley Farmers' Market Holiday Crafts Fair Application – 2011

Name: _____ Phone # () _____
Address (include zip): _____ email: _____

I make and wish to sell: _____ I wish to sell on 12/3__ 12/10__ 12/17__

Materials used:

Price range: _____ Business Name: _____

Do you sell at other fairs?: _____ If so, which ones?: _____

Have you participated in previous years?: _____ If so, which years?: _____

If you have been part of the Crafts Fair before, do you have any suggestions for improvement?

Can you help distribute postcards and flyers? _____ If so, where? _____

Return application to: Ecology Center, Attn: Kirk Lumpkin, 2530 San Pablo Ave, Berkeley, CA 94702 . (fax : 510-548-2240) Enclose one or more photos of each category of your work. Do not send money with this application.