

Chico ART Festival

On Floral Avenue - Formerly Art at the Matador - May 10 & 11, 2024

Friday May 10 | 4 pm - 8 pm & Saturday May 11 | 10 am - 4 pm

2024 Prospectus

ChiVAA, the Chico Visual Arts Alliance, is excited to announce our 11th Mother's Day Weekend Art Festival Extravaganza. Formerly known as **Art at the Matador** and **Art Fiesta**, the **Chico ART Festival** will be held on Friday, May 10 and Saturday, May 11 at St. John's Episcopal Church in Chico. 2024 will be our eleventh year of a spring festival that unites artists, art organizations, and the public, and our third year at St John's. Its serene setting includes beautifully landscaped grounds, picnic tables, a labyrinth, and plenty of parking. Demos, live music, a margarita bar, food trucks, and children's art activities will enhance this family friendly event.

Our two-day, one-stop Art Expo has four goals: to showcase our local artists, to promote Chico as an arts destination center, to educate the public about the variety and value of art in our community, and to throw a really great Chico-style party.

We at ChiVAA will continue to garner support from Chico businesses to offset expenses and will promote our artists in print, on the air, and through social media. Participating artists will have the opportunity to transform their assigned spaces into living galleries where they can meet the public, market their wares, and be inspired by each other. Participating artists will automatically become ChiVAA members for a year.

Submission Requirements

The Chico ART Festival committee will review your application, with its accompanying images and descriptions, to ensure that your art meets exhibition-quality standards. See checklist on page two.

Participation Requirements

- You must be present to interact with the public during event hours and may only show your own art. If you share a room or booth with other artists, each of you must submit an application (with images and descriptions) for approval.
- No imports or resale items are allowed.
- All participants must have a valid CA Seller's Permit or team up with a participant who has one. To obtain a CA Seller's Permit contact the California Department of Tax and Fee Administration at 800.400.7115 or go to www.cdtfa.ca.gov and register online.
- The event will take place rain or shine with no refunds or alternate dates in the event of a natural disaster.

Security

Onsite security provided Friday night after the close of the show until 9:00 am Saturday morning.

Booth Rates & Payment Schedule

Booth spaces are 10 feet by 10 feet outdoors. You provide your own tent, tables, and display furniture. The booth fees are tiered as follows:

- February - \$150 apply and make booth payment by February 29.
- March - \$175 apply and make booth payment by March 3.
- April - \$200 apply and make booth payment by April 30.

Cancellation and Refund Policy No refunds after April 15, 2024.

Payment Method

Pay on our website, ChiVAA.org, or send a check or money order payable to ChiVAA to P.O. Box 1967, Chico, CA 95927.

Want to join the Chico Art Festival Team? We are looking for additional team members to help set up the show, especially someone to help with social media.

Checklist To be valid, your application must contain all items on this list:

1. Apply online [HERE](#) (new this year) or download a paper application.
2. Pay booth fee.
3. Submit 4-5 images of your work, 1 of your booth, 1 of artist. You can submit digital images or hard copy photos. Digital images must be in jpeg or png format. We require high-resolution (300 dpi) images suitable for web and print publication. Hard copy photos will be used for screening only, but not for promotional purposes, and they will not be returned.
4. Name your files as FirstLastName_Title.jpg, FirstLastName_Booth.jpg, and FirstLastName.jpg.
5. Artist statement for publicity. Please let us know if you are planning to add something exciting to your booth. Past exhibitors have added to the excitement of the show with special events and/or live demos.

How to Apply

- **Online Submissions:** Apply online [HERE](#). New and easiest way to apply!
- **Email Submissions:** Email to festival@ChiVAA.org with (Chico ART Festival in the subject line) - Make payment at ChiVAA.org (under Chico ART Festival in the Artist Portal).
- **By Mail:** Send to ChiVAA – Chico ART Festival, P. O. Box 1967, Chico, CA 95927.

Artists who share spaces must submit individual applications with images and information as in participation requirements.

Media Campaign

This includes radio, newspapers, TV, web & social networking. It is also important for you to use your social media to help promote your work and the show. Make sure to post regularly leading up the days of the Chico Art Festival. Connect your social media with the ChiVAA's website, posts about your work and the show, and the Chico ART Festival Facebook page and event.

Questions? Email: festival@ChiVAA.org or call Cynthia Sexton at 530-318-2105