



## Willamette Valley Lavender Festival

A destination on the Oregon Lavender Farm Tour

Art & Craft Vendor Information & Rules

July 14-15, 2018

### About the Festival

The Willamette Valley Lavender Festival & Plein Air Art Show. A celebration of lavender and art, the Festival includes everything lavender you can imagine, and some things you probably haven't, fine art and craft, fantastic food and beverage, live music, and activities for the entire family. Several area lavender farms will be open on Festival weekend. The Festival is an annual event that takes place the second weekend in July each year. The Festival is a fund raising event for many community programs.

### Dates and Times

Saturday, July 14 and Sunday, July 15, 2018. Festival hours are 10-6 on Saturday and 10-5 on Sunday. Vendors must be on site and their booths open during festival hours. No removal of booths or entry of vehicles is allowed before the official closing time of 5 pm on Sunday, July 15.

### Set Up and Break Down

The Festival area in and around the Chehalem Cultural Center will be available for booth set up beginning at 6am on Saturday, July 14. The art/craft vendor booths will be located primarily in the plaza area and on both sides of E. Sheridan St. This location is on the South side of the building where the main entrance is located. All vehicles must be unloaded and moved to the vendor parking area by 9am. Setup must be complete before the Festival start time of 10am. Booth contents may be left overnight at the vendors discretion; event volunteers remain on site all night Saturday to provide security, but WVL and CCC are not responsible for lost or stolen items. No booth breakdown is allowed before the Festival is officially over at 5pm on Sunday, July 15; breakdown must be complete by 9pm. Vendors are responsible for leaving their booth area clean. If you feel you need to set up on Friday, please contact us to make arrangements. Limited Friday set up is available.

### Access to the Willamette Valley Lavender Festival

The Chehalem Cultural Center is located one block North of Hwy 99w on Sheridan St. From Hwy 99w, turn North on N. School St., proceed one block and turn West on E. Sheridan St. A Festival official will be available to direct you to your assigned space. There is a limited amount of set up time. To allow all vendors to access the unloading area, please unload and park your vehicle before setting up your booth. You will be directed to the vendor parking area located nearby.

Chehalem Cultural Center  
415 E. Sheridan St.  
Newberg, OR 97132

## 2018 Willamette Valley Lavender Festival Art & Craft Vendor Information page 2

### Booth Size / Fees

Booth fee is \$150 for the weekend. Booths are 10'x10'. All work must be kept within booth boundaries. The Yamhill Lavender Festival management reserves the right to assign booths. More than one booth may be purchased if you need more space.

### Tents

If you use a tent or other type of canopy to cover your space (recommended), you must weight your tent. This is required as a safety precaution. The booths will be located in a paved area. No stakes are permitted.

### Jury Process for Art and Craft Vendors

WVLF and CCC invite artists, crafters and growers to apply. An assigned committee juries all new applicants. Criteria include craftsmanship, artistic skill, originality and market enhancement/suitability. Management reserves the right to remove un-juried items from booths. This process is an important part of the long-term success and integrity of the Festival. At least 3 photographs of items representative of your work must be included with the application. Photographs may be printed, e-mailed, or on a CD. Please include a self-addressed envelope if you would like your photographs returned. Returning participants only need to send photos of any new work they would like to add.

### Promotion

Marketing Committees extensively promote The Willamette Valley Lavender Festival and the Oregon Lavender Farm Tour. Event promotion will include the printing and distribution of 30,000 destination guides, local and regional advertising, press releases, posters, flyers, and a Web presence with search engine optimization and internet marketing. Social networking is also utilized. If you would like destination guides, posters and/or postcards to distribute please indicate the number you are requesting on your application.

### Notification of Acceptance

Jurying begins after March 15, 2018. Applications will be considered in the order they are received and jurying will continue until all spaces are full. The jury meets on or near the first of each month. Accepted applicants will be notified after the meeting in which they were juried. Artisans are encouraged to apply early, as space is limited for this popular event. Applications that are received after all spaces are full are wait-listed. Applicants checks will either be deposited or returned after they have been juried.

### Cancellation

If you are accepted to serve beverages at the Willamette Valley Lavender Festival and you need to cancel for any reason, please notify the vendor coordinator as soon as possible so that we may contact a wait-listed vendor. Once accepted, application fees are non-refundable. Booths are non-transferable.

## 2018 Willamette Valley Lavender Festival Art & Craft Vendor Information page 3

### Social Networking / Links

There are several ways you can help promote the Festival through the internet and email. Please direct people to the following websites for information. We will be posting on our Facebook page often leading up to the event. Please like our Facebook page and share the information. If you have a Facebook page you would like us to share, please provide the link on your application.

Please use the following links for promotional use:

[www.wvlavenderfestival.org](http://www.wvlavenderfestival.org)

<http://www.oregonlavenderdestinations.com/willamette-valley-lavender-festival.php>

[www.facebook.com/pages/WillametteValleyLavenderFestival](https://www.facebook.com/pages/WillametteValleyLavenderFestival)

### Sponsorships

Event sponsorship opportunities exist. If you are interested in promoting your work through sponsorship please contact us for information. Sponsorship opportunities start at just \$25.

### Questions and Contacts

If you have any questions about the application process please contact:

Marilyn Kosel  
17005 NE Courtney Rd.  
Newberg OR 97132  
phone: 503.449.3767  
email: [wvlavenderfestival@gmail.com](mailto:wvlavenderfestival@gmail.com)

Event Location:

Chehalem Cultural Center  
415 E. Sheridan St.  
Newberg, OR 97132



*A Celebration of*  
**LAVENDER & ART**

