



44th annual minnesota renaissance festival

Craft Application Information

In loyal and faithful service to the King, we humbly present the documents necessary for application to the Minnesota Renaissance Festival.

OVERVIEW:

The Festival is a recreation of a 16th Century European marketplace and faire. The Renaissance was an era of renewed interest in art as well as science, literature, and other cultural pursuits. Artistic development proceeded at a previously unknown rate and at an increasingly high level of quality. Festival participants strive to capture the spirit and pageantry of that time in dress, actions and display of the wares they personally handcraft.

In addition to crafts, the Festival offers entertainment, food and games. The total ambiance created by this event attracts an average of 300,000 patrons to our Festival a year. Visitors are able to observe artisans at work demonstrating their skills, and artisans as merchants selling their goods. Visitors are entertained with music, drama on outdoor stages, nomadic street entertainment, unique foods, and intriguing games of skill.

The Festival brings together over 3,000 participants a year. We maintain and landscape our beautiful site to ensure a festive atmosphere. We provide extensive publicity and public awareness.

Craft participants provide a Renaissance-style structure, using authentic materials on all exposed surfaces. Display props, signage, and a costume appropriate to the era and the artisan's station in life complete the visual image that contributes to the fantasy of stepping back in time. A craftsman's actions and interactions with the public provide the final important key to success in the Festival. We offer resources to help with all aspects of the transition from ordinary citizen to "Citizen of the Realm."

Although most participants return from year to year, there are opportunities for new applicants in the craft program. Your work could be just what we need to round out our media mix. Please remember that the Festival is a handmade/handcrafted professional exhibition -- no imports or trade representatives are permitted. We hold true to this statement and will make every attempt to verify that your work is indeed handcrafted.

After you have read the enclosed information, complete the Application, Biographical Outline and Marketing Approach, prepare your CD according to the directions, and return them to:

Mid-America Festivals
Attn: Stephanie Hubers
1244 S. Canterbury Rd. Ste. 306
Shakopee, MN 55379

Your application packet must be postmarked no later than February 14th, 2014 to be considered.

We maintain a strict deadline for applications as we have to prepare images in a presentation to the jury. Extensions will not be issued. If you have questions about the application or the Festival, please contact me at crafts@renaissancefest.com or call 952-496-9232 Ext. 264.

Cheers,

Stephanie Hubers

Craft Director



MINNESOTA Renaissance Festival

August 16th - September 28th
open weekends & labor day
plus Friday, September 26th

TIME LINE:

- February** All completed applications including your CD, samples (if providing) and \$25 Application fee must be postmarked ***no later than February 14th, 2014.***
- March** Jury meets; selections of artists are offered space from jury-approved list of applicants.
- April** If accepted, agreement packet is sent and includes:
1. Participation Agreement
 2. Information on shops available for purchase and cart/tent spaces (*if applicable*)
 3. Rules and Regulations.
- If placed on standby list, notice is sent.
- If applicant did not receive jury approval, notification is sent and CD's (along with any supplemental materials provided) will be returned.
- May** Signed License Agreement and all associated fees due.
2014 Craft packet sent.

2014 CRAFT FEES:

**Fees Subject to Change*

Shopkeepers in Permanent Structures: \$64 per front or diagonal foot or \$1,400 minimum
License Agreement includes shop space, passes^{^*}

Peddler License Agreements:

(Sellers of merchandise from Non-Permanent structures, Carts or Unstructured space.)

Non-permanent Structures (includes tents)..... \$1,400 base fee**
License Agreement includes 10' x 10' space, 14' diagonal and 2 passes*

Cart or Unstructured Space \$1,400 base fee**
License Agreement includes 10' x 10' space, 14' diagonal and 2 passes*

Service Providers:(Caricaturists, Readers, Face & Body Painters, Hair Braiders)

Single Service Provider..... \$1,300 base fee**
License Agreement includes space 10' x 10' (14' diagonal) and 1 pass*
*Installation fees may also apply.

Each Additional Service Provider on Agreement \$1,300 base fee**
Includes 1 additional pass for each additional provider

Additional Fee Information:

**Number of passes is based on size of shop. 1 free pass is given for every 5 ft. of Shop Frontage.

Ex: If a shop has 30 ft. frontage, licensee would be granted 6 free passes (with Licensee being 1 of those 6)

**An additional helper pass may be purchased.

**An additional \$64 will be charged for each approved diagonal foot of space occupied over the 14' diagonal already included in License Agreement.



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TYPES OF CRAFT SPACES:

**All spaces are based on Festival availability!*

Shop: Most shops are purchased from previous participants. Applicants who are accepted by the jury will be sent information on available shops. This includes a picture, location information, selling price and a sample of the "Booth Sales Agreement". All sales must be approved, in writing, by the Festival, before the sale can be considered final. The Festival requires a Booth Sales Agreement, be signed and on file as well as a copy of any supplemental information, including but not limited to, a Purchase Agreement, signed by both buyer and seller. Before opening date, all shops must meet specific building requirements. These include compliance with applicable county, state and ADA (American Disabilities Act) codes, and any thematic improvements required by the Festival. *Booth rentals are occasionally an option.

Carts: Carts are expected to be mobile, able to be moved by the participants listed on the Agreement. Cart spaces are not permanent locations and Festival may require a change of location at any time. A description and photo of the cart, display fixtures, type of sign, name used at Festival and method of displaying merchandise will be required before final acceptance. A cart and merchandising space should occupy no more than an average 10' x 10' space (14' diagonal). Carts and merchandising space will be measured on the diagonal.

Non-Permanent Structures: Because of the mobile nature of non-permanent structures and their placement, they can restrict or assist traffic flow in addition to being a merchandising facility. Non-permanent structures must be constructed so that they can be moved readily if Festival requests a change of location. Plans for a non-permanent structure, signage and method of merchandise display must be submitted before final acceptance. Some non-permanent structures may require a building permit.

Tents are considered non-permanent structures. They may be obtained anywhere but must follow the Renaissance theme in appearance. A description and photo of the tent, type of sign, name of shop and method of displaying merchandise will be required before final acceptance.

EZ ups tents are not acceptable structures.

Non-permanent structures are measured on the diagonal.

Unstructured Space: An unstructured space implies that no structure will be used. A T-bar, a pole or simple props are allowed. A drawing or photo of how the space will be identified, the signage and how the product or needed supplies will be handled are required before final acceptance. Locations are not permanent and Festival may require a change of location at any time.

All craft participants are expected to present a Renaissance image. All structures, display methods and materials and costuming are expected to be in the Renaissance style. The makers of approved items are expected to be at the Festival for the run of the show, since they are the best representatives of their work. Manufactured products or handmade products purchased for resale may not be sold at the Festival.



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APPLICATION PROCESS:

Application Review:

Applications will be reviewed using a two-step process. First, a jury will be convened to evaluate artistic merit only as presented by the applicant. Second, festival will review the application form, presentation and descriptions, jury scores, biographical outline, marketing approach, and any supporting materials provided by the applicant.

If questions arise concerning the application, festival may make phone calls or visit shows to gather further information as appropriate. Festival will rank the applications in consideration of the spaces available and the overall media mix of the show.

Acceptance Procedure:

Offers of acceptance or notification of non-acceptance will be made based on the ranking determined by festival.

Confirmation of offers of acceptance will be final upon return of the signed License Agreement and payment of full participation fees by approved applicant.

Offers of standby status will be made to those approved applicants who cannot be offered a License Agreement at this time. Standby applicants will be offered unconfirmed spaces if and when they become available.

If two independent artists are interested in sharing a single space, each artist should complete a separate application. Under "special considerations" each applicant should request to share a space with the other. If the application is accepted as a shared space, a fee of \$300 will be assessed for the additional artist in addition to the footage fee.

Materials Required:

Please complete all forms and prepare digital images as indicated in each section. All requested materials must be completed before your application can be reviewed. The following materials are required:

- 1) Application form (fully completed)
- 2) Digital Images on CD (hard copies of photos will not be accepted except those described in the 'Supplemental Materials' section below)
- 3) Digital Photo Description
- 4) Biographical Outline
- 5) Marketing Approach
- 6) \$25 Non-Refundable Application Fee. Check payable to: **Mid-America Festivals**

To be eligible to participate in the Minnesota Renaissance Festival, the jury must approve all applicants.

Readers and service providers who cannot be juried by digital images must provide a video or audiotape of a typical session or arrange for a private staff jury as a substitute.



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Supplemental Materials:

Samples cannot be substituted for digital images for jury review. If you feel it is appropriate or that it would be helpful in the evaluation of your application, you may submit supplementary materials in addition to the digital images on a CD. A photo of applicant's shop structure, cart or costume at a similar themed event, photo of studio or an actual sample of work, are acceptable supplementary materials.

All items to be offered for sale at the Minnesota Renaissance Festival must be ENTIRELY handcrafted by the applicant or under the direct supervision of the applicant, with exceptions specifically noted.

Image Preparation:

The jury will judge the quality of your work, for artistic merit, solely on the basis of the digital images you submit. Compose each image so that the content is a clear image. Include only your work in the images. The jury is concerned only with the artistic merit of your work; do not include images of yourself, demonstrations, your displays, your shop or your studio for presentation to the jury. Such information may be considered as supplementary material. The jury may review hard photographs or product samples, if submitted, but they should not take the place of the digital images.

The images submitted must be representative of the type of work the applicant expects to offer for sale at the Festival. For example, if an applicant does both one-of-a-kind and production work, images of each type of work must be shown in direct proportion to the amount of each type of work to be displayed for sale. Specifically, the submission of four images of one-of-a-kind pieces and one image of production pieces indicates that 4/5 of the work on display will be one-of-a-kind and 1/5 will be production pieces.

CD's belonging to applicants who are selected to participate in the Festival will be kept in permanent files. If an accepted person's work differs from the work presented in the images, the person will automatically be disqualified from Festival participation and will forfeit all fees paid.

Directions for Image Labeling:

- 1) Submit only one CD which should contain all images.
- 2) When writing out descriptions of items (located on page 9 of application) be sure that the photos are in the right order on the CD and properly named. We will not try to decipher which photo you are describing.
- 3) When naming photos, please include your last name, and the number corresponding to the description.
Example: Smith-1, Smith-2, etc.



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Craft Application #. _____

APPLICATION FORM

Please provide all requested information. Please print or type.

APPLICATION INFORMATION:

Last Name		First Name	
Business Name			
Name of Proposed Booth			
Address			Apt./Unit #
City		State	Zip

CONTACT INFORMATION:

Cell Phone		Home Phone	
Email			Fax
Website			

MN Sales Tax #		Need to apply for MN Sales Tax #	<input type="checkbox"/>
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HISTORY:

Have you ever been an exhibitor in a Mid-America Festivals show?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	If so choose below:
<input type="checkbox"/> Bay Area	<input type="checkbox"/> Kansas City	<input type="checkbox"/> Michigan	<input checked="" type="checkbox"/> Minnesota

SPACE PREFERENCE

Number boxes that apply in order of preference.	*Subject to space availability!
{ } SHOP	{ } CART
{ } TENT	{ } UNSTRUCTURED
Special considerations for space:	

MEDIA/SERVICE

Media or Service to be offered:	
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BIOGRAPHICAL OUTLINE

Please indicate # of years craft work as provided -	Part-time income: { }	Full-time income: { }
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FORMAL BACKGROUND (Academic Degrees, Certificates, Apprenticeships)

GALLERIES, MUSEUMS, MAJOR JURIED SHOWS OR THEMED EVENTS (other than Mid-America Festivals)

	Name of Show	Year Beginning	Year Ending	Total Years
1				
2				
3				
4				
5				

AWARDS & HONORS RECEIVED (Academic Degrees, Certificates, Apprenticeships)

	Honor/Award Name	Sponsoring Organization	Year Received
1			
2			
3			

PROFESSIONAL CRAFT ORGANIZATION MEMBERSHIPS/OFFICES HELD

	Organization	Position	Years Of Involvement
1			
2			
3			

SIGNATURE

I certify that all information provided on this application form and supporting materials are true and accurate.

Applicant Signature		Date	
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THIS APPLICATION MUST INCLUDE A \$25 APPLICATION FEE AND BE POSTMARKED NO LATER THAN FEBRUARY 14TH, 2014 TO BE CONSIDERED.

**PLEASE MAKE CHECKS PAYABLE TO: MID-AMERICA FESTIVALS AND
 MAIL EVERYTHING TO: MID-AMERICA FESTIVALS
 ATTN: STEPHANIE HUBERS
 1244 S. #306 CANTERBURY RD. SHAKOPEE, MN 55379**



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MARKETING APPROACH

The Minnesota Renaissance Festival is a themed event which recreates market festivities that might have occurred by Royal Proclamation during the Renaissance time period. Crafts, foods and entertainment all contribute to the theme of the Festival.

Marketing Approach (short statements of your proposed approach to participation in our themed event)	
1	Providing a shop structure or cart supporting the theme:
2	Displaying items offered for sale in a thematic fashion:
3	Packaging of purchased items:
4	Appearing in authentic costume:
5	Using period language with patrons, & other participants:
6	Indicate your willingness, ability and availability to demonstrate your craft
7	Indicate your willingness, ability and availability to participate in promotions, both on pre-show dates and during the Festival.



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DIGITAL IMAGE DESCRIPTIONS

The jury will have access only to the images and these descriptions and will base their scores on an evaluation of artistic merit as presented.

Please include size of item, media, materials used, techniques and price range of category represented by item(s) on image. Be sure the number of the description corresponds to the number in image name being described.

Please note, and describe fully, any item or parts of items that are manufactured.

Use extra sheets of paper if necessary to provide information on materials and techniques used.

DIGITAL IMAGE DESCRIPTIONS			
1			
	Maker:		Price Range:
2			
	Maker:		Price Range:
3			
	Maker:		Price Range:
4			
	Maker:		Price Range:
5			
	Maker:		Price Range:
6			
	Maker:		Price Range:

I certify that all items to be offered for sale at the Minnesota Renaissance Festival are entirely handcrafted by the applicant, except as specifically noted.

Sign: _____

Date: _____

