

MINNESOTA RENAISSANCE FESTIVAL

Good Day!

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

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. They are entertained with music and drama on outdoor stages, by roving street theatre troupes, minstrels, jugglers and fools. They feast on fine foods. Unusual and intriguing games test their skill. They are thrilled by the excitement of the joust at Newmarket Racetrack.

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 (mobile or permanent), 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 people 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 slides according to the directions, and return them to us. Your application packet must be postmarked by **January 15, 2010** to be considered. Any packets postmarked or which arrive after this date, will be returned unopened. 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 call me at 952-445-7361, Ext. 200, or 1-800-966-8215.

Let the Huzzahs Resound!

Devin Kuwitzky
Craft Contract Administrator



2010 MINNESOTA RENAISSANCE FESTIVAL

16 Festival Dates

TBA

APPLICATION INFORMATION

TIMELINE

- January 15**Last date for application and \$25.00 application fee to be postmarked.
- Mid-February****Jury meets**, Selection of artists to be offered space from jury-approved list of applicants.
- Mid-March**.....If accepted, agreement packet is sent and includes:
- 1) Participation Agreement for carts, tents and unstructured spaces, or:
 - 2) Participation Agreement for shop space and information on shops available for purchase.
 - 3) Rules and Regulations.
- If placed on standby list, notice is sent.
If applicant did not receive jury approval, notification is sent and slides are returned.
- April**Signed Participation Agreements and fees due.
Acceptance packet sent.

Types of Craft Spaces Available

Shop: Most shops are purchased from previous participants. 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. Applicants who have passed jury and are invited to join the show are sent information in mid-March on shops which are for sale. This will include a picture, location information and selling price. All sales must be approved by the Festival before the sale can be considered final. The Festival requires a copy of the Purchase Agreement, signed by both buyer and seller.

Cart: Carts are expected to be mobile, able to be moved by the participants listed on the Agreement. 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. For an idea on tents, visit www.underhillpavilions.com. EZ ups tents are not acceptable structures.

Tents and other 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.

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.

2010 CRAFT FEES
Subject to Change

Shopkeepers in Permanent Structures: \$60 per front or diagonal foot or \$1100 minimum

Peddler Contracts: (Sellers of merchandise from non-permanent structures, carts or unstructured space.)

Non-permanent Structures (includes tents)..... \$1100 base fee
Contract includes 10' x 10' space, 14' diagonal and 2 passes*

Cart or Unstructured Space \$1100 base fee
Contract includes 10' x 10' space, 14' diagonal and 2 passes*

- * An additional helper pass may be purchased.
- * An additional \$58 will be charged for each approved diagonal foot of space occupied over the 14' diagonal included in contract.

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

Single Service Provider. \$1050.00
Contract includes space 10' x 10' (14' diagonal) and 1 pass*

Each Additional Service Provider on Agreement \$1050.00
Includes additional pass.

- * An additional helper pass may be purchased.
- * An additional \$60 will be charged for each approved diagonal foot of space occupied over the 14' diagonal included in contract.



2010 MINNESOTA Renaissance Festival

DIRECTIONS FOR SUBMITTING APPLICATION

APPLICATION PROCESS

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 in slides. Second, a screening committee 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, the screening committee may make phone calls or visit shows to gather further information as appropriate. The screening committee will rank the applications in consideration of the spaces available and the overall media mix of the show.

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

Confirmation of offers of acceptance will be final upon return of the signed Lease 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 Agreements 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 \$300.00 will be assessed for the additional artist in addition to the footage fee.

MATERIALS REQUIRED

Please complete all forms and prepare slides (or tape) 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
- 2) Digital Images on CD (hard copies of photos will not be accepted)
- 3) Digital Photo Description
- 4) Biographical Outline
- 5) Marketing Approach
- 6) \$25.00 Application Fee

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.

OPTIONAL 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. A photo of applicant's shop structure, cart or costume at a similar themed event, or a sample of work, is acceptable supplementary materials.



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**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 slides 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 will 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.

CD's will be returned to applicants who are not accepted.

DIRECTIONS FOR IMAGE LABELING

- 1) Submit only one CD which will contain all images.
- 2) When writing out descriptions of items (located on page 8 of application) be sure that the photos are in the right order on the CD or properly named. We will not try to decipher which photo you are describing.
- 3) When naming photos, please include your last name, application number (which is located at the top of page 6) and the number corresponding to the description. Example: Davis0021-1, Davis0021-2, etc.



Craft Application No. _____

2010 MINNESOTA RENAISSANCE FESTIVAL
16 Festival Dates

Dates: TBA
Hours: 9 a.m. to 7 p.m.
Location: 4 miles southwest of Shakopee, State Hwy. 169 at 145th Street West

APPLICATION FORM

Please provide all requested information. Please print or type.

Applicant Name _____ Name to be used on Festival Shop Sign _____

Business name _____

Street Address _____

City _____ State _____ Zip _____

Phone: Day () _____ Eve.() _____

Cell Phone: () _____

MN State Sales Tax# _____ or check if you need to apply _____

E-Mail _____ Web Site _____

Have you ever been an exhibitor in a Mid-America Festivals show? No _____ Yes _____

Year and Show(s) _____

Media or Service to be offered: _____

If work is produced in a studio with more than 2 full-time employees, please check here.

Space preference (number boxes that apply in order of preference).

Shop [] Cart [] Tent [] Unstructured space []

Special considerations for space: _____

Submit 5 Digital Images, Service Description, Biographical Outline, Marketing Approach, Application Fee and any supplementary materials in accordance with Directions for Submitting Application.

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

Applicant Signature _____ Date _____

This application must include \$25.00 application fee and be postmarked no later than **January 15, 2009** to be considered.



Craft Application No. _____

**2010 MINNESOTA
RENAISSANCE FESTIVAL
Biographical Outline**

Please print or type:

Applicant Name _____

Media/Service to be offered at the Festival _____

Please indicate number of years craft work has provided

Part Time Income: _____ years

Full Time Income: _____ years

Formal Background (Academic Degrees, Certificates, Apprenticeships):

Galleries, Museums, Major Juried Shows Please list show, location, years of participation:

Themed Events (Renaissance Fairs, Colonial Events, Victorian, etc.) Please list event, location, years of participation:

Awards and Honors Received Please list honor, sponsoring organization and year received:

Professional Craft Organization Memberships/Offices Held Please list organization, years of involvement:

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.

Please attach a short statement of your proposed approach to participation in our themed event. Include comments on:

- 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

Include a section indicating your willingness, ability and availability to demonstrate your craft or to participate in promotions, both on pre-show dates and during the Festival.



Craft Application No. _____

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Please complete only one side of this form

Please print or type:

Applicant Name

Media/Service to be offered at the Festival

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.

1) _____

Maker: _____ Price Range: _____

2) _____

Maker: _____ Price Range: _____

3) _____

Maker: _____ Price Range: _____

4) _____

Maker: _____ Price Range: _____

5) _____

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.

Signed: _____ Date: _____



Craft Application No. _____

**2010 MINNESOTA
RENAISSANCE FESTIVAL**

Please complete only one side of this form

Please print or type:

Applicant Name	Media/Service to be offered at the Festival
Service Description	

All service to be offered at the Minnesota Renaissance Festival must be provided solely by the applicant.

Please include service to be provided, media, materials used, techniques and price range. **Face and Body Painters:** please list brands of paints used. Include slides of designs. **Readers:** please specify the type of reading to be offered (tarot, palm, etc.) and the length and cost of the reading. Send a tape of a typical reading or make arrangements for a private reader's jury.

Service: _____

Price Range: _____

I certify that all service to be offered at the Minnesota Renaissance Festival will be provided solely by me.

Signed: _____ Date: _____