



Thank you for your interest in participating in the 2012 Broad Ripple Art Fair as a Cultural Organization. Please note the following requirements:

1. You must be a certified 501(c)3 nonprofit organization
2. Your organization must relate to the arts – music, dance, theatre, film, literature or visual arts – or to history or culture.
3. Your organization or its services/performances/exhibitions must be open to the general public
4. Not eligible to participate are private clubs or organizations, or organizations dealing with politics, religion, sports, health, or general social services.
5. Please see rules regarding item sales and giveaways.

We hope you can join us for the 2012 Broad Ripple Art Fair!



It is once again time to look ahead to the Indianapolis Art Center's Broad Ripple Art Fair. Enclosed you will find an application for this year's Fair, along with a general list of guidelines. If your organization is interested in having a booth at the 2012 Art Fair, please complete the application and return it according to the instructions below.

This year's Art Fair will take place on Saturday, May 19 from 10am to 6pm and Sunday, May 20 from 10 am to 5 pm.

We do have one important change for the 2012 Broad Ripple Art Fair. Those of you who participated last year know that we had a brief but intense burst of spring weather. High winds and heavy rains on Sunday resulted in damage to several tents, in particular the popup type. Some of these tents collapsed, others actually became airborne. We take the safety of our artists, participants and guests very seriously. In order to avoid a repeat of last year's damage, we have made the decision to no longer allow popup style tents. We know that some of you rely on this type of tent, so we have an alternative plan this year.

The booth fee for a Cultural Booth will be \$125, however **this will include rental of a tent, table and chairs**. This includes delivery, set up and tear down of a regular, full-weight 10x10 rental tent. Those of you who have rented tents through us in the past know that this represents a considerable savings from previous years -- we have negotiated a lower price with AClassic to allow us to provide this service. All you need to do is show up and enjoy the weekend.

For your booth fee, you not only get a tent and four tickets, you get exposure to approximately 25,000 art enthusiasts. Our average attendee is a female age 22-49, married, attending with her family, with an annual household income of more than \$50,000 -- an ideal audience for art and cultural programming. Even if you don't have programs or events in early summer to promote, the Art Fair is an ideal time to capture names and expand your mailing list for your upcoming season!

Please send the enclosed application, along with a check for \$125 for your booth fee to Pam Rosenberg at the Art Center for receipt by **April 6, 2012**, or call Pam or stop by our Guest Services department to place your fee on a credit card. Please make your check out to the Indianapolis Art Center or IAC. We will once again be utilizing the entire grounds of the Art Center, with artists, food, music and cultural booths distributed throughout. If your group has particular needs for your booth location, please note that on your application. We will do our best to accommodate, although booth placements are generally first-come-first-served.

The Broad Ripple Art Fair is the main fundraising event for the Art Center – money raised by booth fees goes to support our art programs.

We look forward to working with you on this year's Art Fair. Please do not hesitate to call or email us with any questions!

Sincerely,

Pam Rosenberg
Cultural Booth Co-Chair
Director of Operations, Indianapolis Art Center
317-255-2464 x 228
prosenberg@indplsartcenter.org

Travis DiNicola
Cultural Booth Co-Chair
Executive Director, Indy Reads
317-275-4035
tdinicola@indyreads.org

**Indianapolis Art Center's
Broad Ripple Art Fair
May 19-20, 2012
Arts and Cultural Booths
Guidelines and Information**

1. **Please send your application to Pam Rosenberg at the Art Center for receipt by April 6, 2012.** All booth assignments will be made at that time, based in part on the order in which applications are received. There are limited slots available for cultural booths this year; any applications received after the allocation is full will be placed on a waiting list. (The only exception is last year's winner of "Best Cultural Booth", the Historical Society, which will be placed first!). If you need to make alternate payment arrangements (such as a credit card payment), please call Pam at 255-2464, ext 228 to make arrangements.)
2. Be sure to include your check for \$125 for the two-day fee. This includes a 12x12 booth space, 10x10 tent, a table and two chairs, and **four** free tickets. All checks should be made out to the Indianapolis Art Center or IAC. Please know that this is the major fund raising event for the Indianapolis Art Center. All money raised goes to support our programs, including our free art programs in public housing. Thus, we are sorry, but we cannot provide comp booths or extra comp tickets.
3. Please be aware that booths could be on grass, dirt OR asphalt. We will make every attempt to let you know ahead of time of any special needs for your booth location. If you have a special need for your booth or would like the same space as in the past, please let us know and we will do our best to accommodate your request. Please know that due to inclement weather or other conditions we may not be able to guarantee that we can accommodate all requests.
4. Only items directly related to the organization may be sold. Allowed are: tickets, memberships, subscriptions, publications, recordings and logo items. **NO CRAFT ITEMS OR ARTWORK MAY BE SOLD.** If your group sells crafts or arts as part of your mission, a single representative item may be on display. Interactive arts activities are permitted and encouraged! Giveaways or raffles may include **ONLY** those allowed items listed above. Absolutely no food or beverage may be sold or given away.
5. **Only organizations related to the cultural or artistic life of Indianapolis and surrounding areas may participate. This excludes political, sporting, religious or fraternal groups and special interest groups with no relation to arts or culture. You MUST be a certified 501(c)3 organization to qualify for a cultural booth.**
8. Organizations must participate for both days of the Fair. **Fair hours are 10am to 6pm Saturday and 10 to 5 on Sunday,** and no early tear-down will be permitted except in the case of emergency. Set-up times will be assigned and instructions will be included in your information packet. **Friday set up is strongly encouraged.** Last year's staggered setup times on Friday will be repeated this year.
9. If you find you must cancel from the Art Fair, please call and let us know as soon as possible. We are sorry, but we cannot refund your booth fee if you cancel later than May 1.
10. The Art Center unfortunately cannot provide electricity or any other items for your booth.
11. Each organization will receive 4 complimentary tickets to the Art Fair for your booth volunteers. Additional tickets may be purchased at the advance sale rate of \$10. You are responsible for giving tickets to your volunteers in advance of the Fair. We unfortunately cannot hold tickets or a list at the gates. Tickets **are** collected at the gate and are good for one day only. Set-up volunteers who arrive early morning Saturday or Sunday (before 9am) will not need tickets.
12. We encourage you to be creative in your booth design! A prize will be awarded to the booth judged most fun and creative – including first placement for the following year's fair.
13. Participating organizations must agree to follow the guidelines of the Fair as they relate to set-ups, parking, tickets, animals, booth staffing and Fair hours. Failure to follow these guidelines may result in exclusion from future Fairs. Submission of this application constitutes an agreement to follow all guidelines.

Indianapolis Art Center's
BROAD RIPPLE ART FAIR 2012
 Arts & Cultural Booth
 Application Form

Organization Name _____

Contact Name _____

Address _____

City _____ zip _____

Phone: (_____) _____ Fax: (_____) _____

E-mail: _____

Web Address: _____

Enclosed with Application:

	AMOUNT
BOOTH FEE (includes tent, table, chairs, 4 tickets)	\$125
Additional tickets - # of tickets= @ \$10 each	
TOTAL ENCLOSED	

Make check payable to Indianapolis Art Center or IAC. Credit Card payments may be made via phone or email at address below

BOOTH FEE MUST BE IN BY April 6, 2012 IN ORDER TO BE LISTED IN THE ART FAIR PROGRAM

SEND TO:

Pam Rosenberg
 Director of Operations
 Indianapolis Art Center
 820 East 67th Street
 Indianapolis, IN 46220 OR Email prosenberg@indplsartcenter.org
 255-2464 x 228

Received Date: PAID <input type="checkbox"/> Date:	OWES <input type="checkbox"/>
	Booth #