

TEMPE FESTIVAL *of the* ARTS

Artists,

We are now three weeks out from the festival! I'm very excited to see you all soon!

Here's what's in this email:

- Rental Equipment
- Parking Information
- Marketing Kit & Tips
- Load-In Details
- Artist Reception

Tents, Tables and Chairs – Do you need to rent any equipment? We can facilitate 3rd party rentals if you need them. Please go into Zapp and purchase what you need by **Tuesday, February 20th**. We will not be able to guarantee any equipment ordered after that date. We can offer the following items, anything not listed below is unavailable through the company we work with.

- 10x10 White Canopy Tent with 4 sidewalls and tent weights - \$650
- Set of Sandbags (Weights) - \$100
- 6' Banquet Table - \$24
- 8' Banquet Table - \$26
- Folding Chair - \$9.50

Parking – Parking is always one of the biggest questions for the event. As Downtown Tempe gets more developed, parking is an increasing challenge.

We have rented a parking lot .7 miles away from the festival. This parking lot can accommodate trailers and oversized vehicles. We will have a trolley service for two hours at the start and the end of each day of the festival to transport you back and forth. This lot will be \$50 per parking spot for the duration of the festival. *The City of Tempe has an ordinance against urban camp which includes this parking lot. You may leave your vehicle overnight; however, this means you cannot sleep in it.* If you like to park in this lot, go into Zapp and purchase "offsite parking" for \$50.

There are other parking options, but they will be shared with the public, at a higher daily

rate and you may have more difficulty. Other parking options can be found at our [website](#).

Marketing - Use our [MARKETING KIT](#) to get images, hashtags, logos for your own marketing. Also, our Marketing Director put together these tips for you:

- **Getting Started** - If you don't have an Instagram account here are [INSTRUCTIONS](#) on how to create an Instagram account.
- **Before the Festival**
 - Do you have past clients in the Arizona area? Do you have followers in the Arizona area? Post and/or create a story to let your followers know you will be at the Tempe Festival and encourage anyone in the area during the festival to stop by.
 - Post photos of the art you will be showcasing/selling at the Festival. Be sure to tag us!
 - Include hashtags that relate to your art and/or business name such as #handmaderings
 - Re-share Festival related posts and stories from the @tempeartfestival and @downtowntempe accounts.
 - Share our [FACEBOOK EVENT](#).
 - Do you have a Facebook page for your business? Co-Host our Facebook event!
- **During the Festival**
 - Share a picture(s) of you and your booth (in a post, story or reel).
 - Share your booth#.
 - Share your location.
 - Include hashtags that relate to your art and business name such as #handmaderings and use event and local hashtags such as #tempefestivalofthearts, #tempeaz, #millave, and #tempeartfair

Load-In – All the details, times and locations for Load-In are in [THIS DOCUMENT](#) and can always be found on our For Artists page. Access passes will be sent 10 days (ish) before the festival. Your specific load-in time will indicate when you get access. You are welcome to come any time after that, just not before. You are also welcome to load-in early Friday morning if you prefer. All vehicles must be off the grounds before 9am Friday morning.

On Friday morning between 7:30AM – 9:30AM, we ask that you swing by Starbucks at 5th Street & Mill Ave for a free coffee and pick-up the following items:

- Name badge – credentials that get you into hospitality and the artist reception
- Booth Sign – this is a laminated sign (8.5 x 11) that has your name, booth number, city & state. It is up to you to attach it to your booth or display it somewhere on the

edge of your booth. We also ask that you put your cell phone on the back of the booth sign in case we need to get a hold of you in the middle of the night

- A refillable aluminum water bottle

Artist Reception – We will hold a gathering at our offices, 1 W. Rio Salado (SW corner of Mill Ave and Rio Salado), immediately following the close of the festival on Saturday evening. This is when all award winners will be announced. Come eat, drink and celebrate with other artists. Lets us know that you will be able to make it and what you would prefer to eat. **Please RSVP [HERE](#) by March 1.**

Taxes - Reminder to get me your TPT if you haven't yet. I'll send final reminders next week to anyone whose license number is still missing. If you don't have a license at all, you can apply for [HERE](#).

Cancellation reminders – We have passed the first cancellation date. If something comes up, cancel by February 21 to receive a 50% refund. No refunds after February 21, 2024.

New Artist? We held an informational meeting and had a great discussion with a handful of artists. [HERE](#) are the notes from that meeting if you want to go back and review them.

As always, if you need anything, please don't hesitate to reach out. This email, along with everything that we send you is always stored at <https://tempefestivalofthearts.com/the-art/forartists>

Best,

Kim

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Contact Info:

Tempe Festival of the Arts - Spring 2024

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