Subject: TFA: 3 Weeks Out

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:

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

Tents, Tables and Chairs – Need to rent equipment? Orders must by placed in ZAPP by TODAY (Friday, November 13) to guarantee availability. Available rentals include:

- 10x10 White Canopy Tent with 4 sidewalls and tent weights - $665
- 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.

Downtown Tempe has a parking lot that artists can use for the duration of the festival, Thursday evening through Sunday evening. This lot is a surface lot located about five-minutes (walking) from the northern entry of the festival. If you have an over-sided vehicle or a trailer this might be your best option. This lot will be $50 per parking spot for the duration of the festival. If you drive an oversized vehicle or park a vehicle and a trailer, you must purchase a pass for each parking space you need. *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 that can be found HERE. These options are also open to the

public and at a higher daily rate.

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 attached and will be available on our Artist Resource. 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 the Northwest corner of 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 and Rio), 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.

New Artist? Join our informational Meeting. This meeting is geared towards those who have never participated in TFA or is an Emerging artist; however, anyone is welcome to join our informational on Wednesday, November 18 at 1PM on Microsoft Teams.
Join the meeting
Meeting ID: 276 621 175 156 012 4
Passcode: 2qu9pU7y

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**. All TPT Numbers are due to me by November 13, 2026.

Cancellation reminders – We have passed the first cancellation date. If something comes up, cancel by November 15, 2026 to receive a 50% refund. No refunds after November 15, 2026.

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