



8<sup>th</sup> Annual Art & Music Festival Jersey City, NJ presents...

# NOT Yo Mamas Craft Fair!



★ Saturday October 1, 2011 12 pm - 8 pm • RAIN DATE : SUNDAY OCT 2, 2011 ★

## ★ APPLICATION FORM ★

- PLEASE READ THE FOLLOWING TERMS AND REGULATIONS BEFORE SUBMITTING THIS FORM.
- Application fee: \$25**, NON-refundable. **Vendor Participation Fee: \$75**, refundable up to Sept 23rd.  
Payable via PayPal to notyomamajc@gmail.com or money order (made out to 4th Street Arts) to the address below.
- Application form, photos and \$25 application fee are due by Monday August 22, 2011** in order to be considered for a spot in the fair; **spots are EXTREMELY limited!**
- We will notify you by **Friday, Sept 2nd** via e-mail to let you know if you have (or have NOT) been accepted for the Fair. IF you are accepted, you **MUST** pay the **\$75 vendor participation fee** via PayPal or money order **NO LATER** than **Friday Sept 9th!** Please note that, if you do not pay the vendor fee by said date, you will not be able to participate in this event. No exception!
- This is an outdoor festival, so you will also be responsible for providing your own weather related coverage (ponchos, tents, garbage bags, sham-wows). Your \$75 PARTICIPATION fee covers a spot on the fair grounds to display wares. Not Yo Mama's may provide you with a table and/or chairs to rent during the fair. Tables are \$10 each and chairs are \$3 each. Please include cost of tables and chairs when you pay your VENDOR PARTICIPATION fee.
- Each vendor will be allotted a 10x10 space. YOU are responsible for supplying your own display items (E.g. table cloths, jewelry displays, banners, Lucite boxes, etc.)
- Send this form and payment to:**

### Snail Mail

4<sup>th</sup> Street Arts  
attn: NYM Craft Fair Application  
371 4<sup>th</sup> Street  
Jersey City, NJ 07302

### E-mail

notyomamajc@gmail.com  
Subject: 4th Street Application 2011

- **Applicant Name:** \_\_\_\_\_
- **Business/Group Name:** \_\_\_\_\_
- **E-mail:** \_\_\_\_\_
- **Website:** \_\_\_\_\_

**What the heck are you making?** Please, please PLEASE attach 4 photos of your work (jpgs if by e-mail)

- Clothing** (hats, aprons, hand-printed tees...)
- Baby things** (soft toys, blankets, tees...)
- Accessories** (cranial, leather belts, handbags, jingle-jangles...)
- Bath or Beauty**
- Other** (please elaborate, briefly): \_\_\_\_\_
- Paper** (original works/prints, cards...)





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## EVERYTHING YOU NEED TO KNOW (Terms & Regulations)

### ★ What IS THIS "NOT YO' MAMA'S CRAFT FAIR" thingee ?

Not Yo Mama's Craft Fair is an exclusive and unique event where the best and brightest creatives from the Jersey City metro area can hock their DIY wares to the coolest cats in Chill Town.

### ★ WHEN and WHERE will it be held ?

Saturday, October 1<sup>st</sup> - **OUTDOORS** - at the 8<sup>th</sup> Annual 4th St Arts & Music Festival in downtown Jersey City. It's a quick walk from Grove St PATH Station. The official address is 371 4th Street at Newark Avenue...

### ★ WHAT TIME IS CHECK-IN ? Set-Up ? Break-Down ?

EVERYONE needs to be in their assigned spots and set up by 11:30 am. Check-in will begin at 9 am. ALL CARS must be OFF the LOT by 10 am. You are relieved of your craft selling duties & may start breaking down your table/tent after 8pm.

### ★ Hey, I wanna sell what I make at Not Yo' Mama's Craft Fair ?

Applicants must have creative work that they have made by hand (or sewing machine, or whatnot) and have an active manner to already sell their art and saleable creations, i.e. website (Etsy counts), and be at least semi-professional in their artistic endeavors. Applicants **MUST HAVE INVENTORY** ready to sell. We will require you to submit a selection of photos illustrating the breadth and scope of your work. "Not Yo Mama's" will be accepting everything from jewelry and sewn items to paper goods and zines. We definitely are looking for great tchotkes, whosimiwhatsits, thingies, smellerifics, etc. that fall outside the realm of your usual stodgy, old craft fair stuff.

### ★ Sooo... How can I become a vendor ?

You must fill out the application form and submit it with photos of your work, along with the \$25 non-refundable application fee (payable via PayPal or money order). Applications will be accepted through Monday, August 22nd. Form and payment may be submitted via email/paypal or snail mail. Applicants will be notified of acceptance to the Fair on or by Friday, September 2nd. If you are accepted, an additional \$75 vendor participation fee by is due by Friday Sept 9th. If you do not pay the vendor fee, -sadly- you will NOT be able to participate in the Fair. See application for additional information.

### ★ Can I share a table with my talented buddy?

Absolutely. We ask, though, that you apply with ONE application and under ONE joint group name. You will share one vending space.

### ★ What does my vendor participation fee include?

The fee includes your allotted 10 x 10 vending space. You may bring your own table but it **MUST** fit in the allotted space. If you would like to rent a table (\$10 each) and/or chairs (\$3 each), please include the rental cost with your vendor participation fee. You are responsible for supplying your own display items (e.g. table cloths, jewelry displays, Lucite boxes, etc.). As it is an outdoor event, you are also responsible for bringing any weather-related coverage (e.g. tent, plastic, canopy). If you have super-special needs, please contact Megan Gülick - the event organizer - at the time of acceptance. Your company/brand will also receive mention on select promotional materials, e.g. website (with a hotlink to your website), e-mail blasts, etc.



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### ★ Is this Fair Juried?

“Not Yo Mama’s Craft Fair” is limited in the amount of creative folks who can participate. We will accept all applications and jury them based on how your items fit with the vision of the fair, (meaning, crafts that can’t be pawned off by any old grandma’ - no matter how cute she seems... it’s gotta be fab, dammit!), the quality and uniqueness of your wares, as well as how they’re represented in your application.

### ★ If I’m not selected, is my application fee refundable?

No. Your \$25 application fee is NON-refundable. Accepted applicants will be notified by Friday September 2nd.

### ★ What happens if it RAINS?!?!?!?

Our rain date is Sunday October 2nd. The Jersey City Studio Tour will be going on all weekend so we’ll try to set up at least one dry day with the weather Boss. You will be notified on Friday IF there is any weather delay. (We want you to stay dry and happy, too!

### ★ Will the venue want a percentage of my sales?

No way. It is YOUR responsibility to handle all moneys (cash, credit, check) at your booth.

You are also responsible for your own taxes. It is up to you to register your small business with the IRS and collect sales tax for the items you are selling. When the tax man comes around, you’ll have to pay income tax on the items you sold... and the sales tax to the state. Yay entrepreneurship!

### ★ Ummm... I’m a MOM. Can I still be a vendor???

Excellent question, mama! Of course! But PLEASE... leave the naked baby pictures and prom date photos at home. We know you’re proud of your lil’ peanuts (with good reason, no doubt), but they’ll thank you later if you use this opportunity only to sell your wares... and not to find them a nice person to settle down with...

★ “Not Yo Mama’s Craft Fair” always aims to be a great big fun crafting party. By being part of 4th Street Arts & Music Festival, we’re expecting to have 2,000 - 3,000 people in attendance as well as awesome music, food, drink and entertainment.

★ For additional questions or information, kindly contact **Megan Gülick** at [notyomamajc@gmail.com](mailto:notyomamajc@gmail.com)

