

# KRASL art fair ON THE BLUFF

Presented by 1st Source Bank Wealth Advisory Services

## Amenities

### AWARDS

#### Best of Category

One award is presented in each category based on the highest score during onsite jurying. Each recipient receives \$100, an automatic invitation to participate in the 2022 Krasl Art Fair on the Bluff, and a waived application fee for the 2022 Krasl Art Fair on the Bluff.

#### Krasl Board Choice Award

The Krasl Art Center Board of Directors selects the recipient of this award. The winning artist receives an award, \$100, an automatic invitation to participate in the 2022 Krasl Art Fair on the Bluff, and a waived application fee for the 2022 Krasl Art Fair on the Bluff.

#### Virtual Award Presentation – Sunday, July 11th - 9:15 am

The **Best of Categories** and the **Krasl Board Choice Award** are presented at this event. Please join us via Zoom call. Instructions to join the presentation will be emailed to each artist days before the Art Fair. Winners will be presented with a physical award on **Sunday, July 11th starting at 9:45 AM** immediately after the virtual presentation.

### FOOD & BEVERAGE

#### Artists' Coffee and Pastries - Saturday and Sunday 7AM – 10AM

Complimentary coffee and individually wrapped pastries will be served and provided by Forté Coffee. Please visit their downtown location at 222 State St., St. Joseph. Simply show your artist badge to one of Forté's staff and enjoy!

#### Artist Hospitality Bags

Every Artist will be treated with a snack bag filled with goodies! A Krasl Art Center volunteer will be hand delivering the bags on Saturday between 10am to 2pm.

#### Local Restaurants

2021 Krasl Art Fair will **not** have a food concession area, but please visit the local downtown restaurants where you will be happily served. You won't be disappointed! At the time of registration, you will be provided with a list of restaurants where food and beverages can be purchased.

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## ART FAIR PROMOTIONS

Our promotional efforts are tailored to attract connoisseurs of fine art who have buying power. The Krasl Art Fair has over \$100,000 in-kind and paid promotional support. Press releases are sent to both print and broadcast media in a three-state area.

We are proud to have [South Bend Tribune](#), [MailMax](#), and [98.3 The Coast](#) as media sponsors. In addition, we conduct an aggressive social media and online advertising campaign.

## Booth Signage

At registration, you will be receiving a packet including your booth signage which will include:

1. Sign identifying you as a participant of the [CAPP program](#) (if you have chosen to participate).
2. Booth Sign(s)
  - Odd numbered booths (street side): You will receive two signs – one for the front and one for the street facing side of your booth. Hang both signs in prominent positions.
  - Even numbered booths (bluff side): You will receive one sign for the front of your booth.

## Booth Sitters

- Booth Sitters are available to assist if you need a break during the Art Fair. Sitters are available from [11:00 AM - 4:00 PM on Saturday](#) and [11:00 AM - 3:00 PM on Sunday](#).
- [Text](#) the [Booth Sitter Coordinator](#) at [269-983-1370](#) to request a Booth Sitter.
- You may text in advance during the day to schedule a Booth Sitter. Include your [Booth Number](#) and the [time needed](#). Booth Sitters are assigned on a first-come first-serve basis.
- **Please limit your breaks to 20 minutes.**

## Patron Package Pick-Up

- Your registration packet includes [blue patron purchase vouchers](#).
- A patron who purchases a [large artwork](#) is eligible for our package pick-up service.
- Write [your name & booth number](#) on the form. Ask the patrons to write [their name and phone number](#) on the voucher.
- Ask patrons to drop off the voucher at the [Krasl Art Fair Registration](#) tent when they are ready to leave. A volunteer will arrive at your booth to retrieve the art and transport it to Krasl Art Center and meet the patron on [Park St.](#)

If you have any questions, call Registration (see the number on the back of your name badge).

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## **CAPP (Children's Art Purchase Program)**

This program is aimed at children to encourage them to buy art **at your booth** for **\$10.00 and under**. Last year **60 artists** participated in this program. You will receive a CAPP sign to hang in your booth if you choose to participate. (See [Required Artist Information](#))