

The Pensacola Downtown Improvement Board  
Presents  
The Pensacola Wine Festival

Saturday, April 16, 2011

**Call for Entries**  
**Deadline: March 31, 2011**

In its 5th year, the Pensacola Wine Festival is the premier wine showcase event in the region. The largest ticketed event of the festival each year is the Grand Tasting, which will occur on Saturday afternoon, April 16, 2011 in a closed off section of Palafox Place in Historic Downtown Pensacola. Typically, more than a dozen distributors and/or producers are represented. They collectively pour between 150 and 200 different wines for the attendees to sample. The majority of the wines offered during the Grand Tasting are available for sale year-round at the fine restaurants and wine shops of Downtown Pensacola. In 2010, the Grand Tasting event sold out with over 1000 people in attendance. Responding to a request from many of the wine connoisseurs attending the Grand Tasting, the offering of space to creators of fine arts is being expanded this year.

**General Information:**

- The Wine & Art Festival will be held on April 16, 2011 from 3:00pm - 6:00pm down three blocks of South Palafox Place in downtown Pensacola.
- Booth space is limited. Applications will be accepted on a first come first serve basis until the deadline date of March 31, 2011.
- Booth set up begins at 1:30pm and must be completed by 2:30pm and disassembled by 7:00 pm.
- Tents WILL be supplied to all participating artists and is included in the cost of booth space.

**Categories:**

Ceramics  
Drawing  
Fiber/Wood/Leather  
Glass  
Jewelry  
Mixed Media

Oil/Acrylic  
Photography  
Printmaking  
Sculpture  
Watercolor

## Entry & Fee Information

- Each application must be accompanied by a \$100 check. The \$100 check is for a 10'x10' booth space that INCLUDES a tent (Artists MUST use the provided tent, no exceptions) Table & chair rental is available (\$2.00 per table, \$0.75 per chair). NO electricity is available.
- Indicate the category that most closely reflects your work on the entry form.
- The Wine Festival will establish a waiting list. Artists on the waiting list may be called if space becomes available because of cancellations.
- All Art Exhibitors and Festival Attendees must be at least 21 years of age and be prepared to show Photo ID to verify.

## Images of Your Work

- All persons staffing a fine arts booth at the Pensacola Wine Festival & Grand Tasting must possess a valid admission to the Grand Tasting Event.
- Submit with the application 3 to 4 pictures representative of your current work that you will display.

## Festival Specifics

- Only fine art will be accepted into the Pensacola Wine Festival.
- Artists must be present to display their own work; proxy exhibitors are not permitted.
- All works on display must be the artist's own original design. Only original artwork may be hung. Watercolors, original prints, drawings, and photographs must be appropriately framed and glassed (or substitute for glass). Reproductions must be in a portfolio and each item clearly marked reproduction.
- The work of only one exhibitor may be displayed in each assigned space.
- Each exhibitor space is 10' x 10' and INCLUDES an exhibitor's tent. No electricity will be provided at exhibitor spaces. Generators are not allowed.
- Each exhibitor is responsible for collecting Florida sales tax (7.5%) on all sales.

## Checklist

Incomplete applications will not be accepted. For more information, call Jim Sweida, (805) 295-9655 or email to [jsweida@gmail.com](mailto:jsweida@gmail.com)

- Complete and sign the Application. Read and sign Hold Harmless Release Agreement.
- Include a \$100 check.
- Make check payable to the Pensacola Wine Festival.
- Include 3 to 4 pictures representative of your current work that you will display.

**MAIL OR DROP-OFF APPLICATION TO:**

Blue Morning Gallery  
Attention: Jim Sweida  
112 Palafox Place  
Pensacola, Florida 32502

2011 Pensacola Wine Festival  
Fine Arts Show Call to Exhibit

2011 Artist's Application & Contract  
Entries must be postmarked by March 31, 2011

PLEASE FILL IN BOXES, PRINT and MAIL TO ADDRESS AT BOTTOM OF PAGE

Name (Last) \_\_\_\_\_ (First) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

MEDIUM: \_\_\_\_\_

IMPORTANT: In the space provided write a brief description of your work, process, or methods that you feel will help clarify your work.

---

---

---

---

Please include 3 to 4 printed samples of your images with this application.

A completed application is a contract to exhibit, if accepted. No refunds will be made for cancellation, removal for cause, or weather. The Pensacola Wine Festival is an outdoor event, but only in the most extreme weather, such as flooding, driving rain, windstorm, or other conditions clearly hazardous to artists, patrons and staff, will this event be closed down. I will abide by the rules set forth and will sign the hold harmless release agreement.

Signature \_\_\_\_\_ Date \_\_\_\_\_

PLEASE MAIL OR DROP-OFF APPLICATION TO:

**Blue Morning Gallery**  
**Attention: Jim Sweida**  
**112 Palafox Place**  
**Pensacola, Florida 32502**

Pensacola Downtown Improvement Board  
Pensacola Wine Festival  
Release and Hold Harmless Agreement

In consideration of my participation in the Pensacola Wine Festival being organized by the Pensacola Downtown Improvement Board (“DIB”), I, \_\_\_\_\_, the undersigned, do hereby acknowledge that my participation is voluntary and independent of the DIB and that I am not participating as an agent or employee of, or contractor with the DIB. Accordingly, I fully assume and agree to be solely responsible for any and all damages resulting from injuries to myself or others or losses of or damage to property of myself or others arising out of my participation. Further, I agree to indemnify and hold harmless the DIB, the City of Pensacola, and their respective agents, employees, officers and directors against and from any and all claims made by or against me and arising out of my participation. It is my expressed intent that this Agreement shall bind members of my family and spouse if applicable, if I am alive, and my estate, family, heirs, personal representatives, or assigns, if I am deceased, and shall be deemed as a complete release, waiver, discharge and covenant not to sue the DIB, the City of Pensacola, or their respective agents, employees, officers and directors.

In signing this Release, I acknowledge and represent that I have fully informed myself of the content of this Agreement by reading it and/or by obtaining advice of legal counsel before I sign it and understand that I sign this document as my own free act and deed. I further agree that this Release shall be construed in accordance with the laws of the State of Florida.

I HAVE READ THE ABOVE RELEASE BEFORE AFFIXING MY SIGNATURE BELOW, AND WARRANT THAT I FULLY UNDERSTAND THE CONTENTS HEREOF.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_