

# 16th Annual Pleasant Hill Art, Wine, & Music Festival, Pleasant Hill, CA

## October 6 & 7, 2018

AFTER THE GOLD RUSH is excited to have been asked to produce this event by the Pleasant Hill Chamber of Commerce, and John Holland, who has organized this show since its inception 16 years ago. John has retired, unfortunately due to health issues. For those who've known him and participated in his shows over the past 30+ years, you'll know that he's always put the artists and the integrity of the show as his priorities, and we will continue in that vein.

At this point it's also important to mention that we have participated in the Pleasant Hill Art, Wine, & Music Festival every year - as vendors - since it began, and have watched it grow in popularity, attendance, and quality each year. We've also been - and still are - promoters of many other arts & crafts festivals for 40+ years, giving us the unique perspective from both sides of the fence - as vendors AND organizers.

The Pleasant Hill Chamber of Commerce, the Downtown Merchants, and the City of Pleasant Hill are involved in this show in every way. They block off Crescent Avenue in the heart of downtown Pleasant Hill for a 2-day celebration, which includes several wine & beer tasting areas, continuous live music, a separate kid's area, and 70 booths of fine crafts and artists. Pleasant Hill is unique in that - in the year 2000 - they designed and created their own 'downtown/Main Street' area that any town would be proud of - including a multi-plex theater, gourmet restaurants from the start, unique shops and boutiques, a huge parking garage, apartments & condos within walking distance of 'downtown', and a few large 'anchor' stores around it. It's an affluent area that is supported by the surrounding areas year round.

The Festival is open to all craftspeople and artists that make their own products, and pre-packaged food booths that don't give out samples (No prepared food booths) All applications are juried by 4 - 5 photos of your work, a display photo, and a photo of your studio/work area (even if it's your dining room table!) No imports or commercial booths are allowed. All exhibitors must provide their own displays, awnings, etc. All spaces are set in the street in front of the curb, and are all 10' x 10', although - due to the curvature of Crescent Drive - we give an extra 5' DEPTH to the curb which you may extend and use if you wish, allowing you to open up to both the street and the sidewalk. We STRONGLY encourage that you don't put up a solid back-drop behind your booth in front of the merchants behind you; they will appreciate it and you will benefit from the public walking on the sidewalk behind you. No electricity if provided, and generators are not allowed.

Entry fees are the same as last year: \$195 and a 10% commission on gross sales. Commissions will be collected at the show after closing on Sunday night. All spaces are 10 x 10, with extra space to the sidewalk should you decide to utilize it.

Please visit our website: [www.afterthegoldrushfestivals.com](http://www.afterthegoldrushfestivals.com) for info/applications on our other shows, or call us at 925-372-8961, or email us at [afterthegoldrush@sbcglobal.net](mailto:afterthegoldrush@sbcglobal.net) with any questions.

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