

2nd Sundays 2021 Williamsburg Art & Music Festival

Presented by LoveLight Placemaking

www.2ndSundaysWilliamsburg.com

2nd Sunday afternoon of each month March- December
100-400 Blocks of N. Boundary from Richmond Rd to Lafayette Street
Downtown Williamsburg, Virginia 23185

Show Information

1. Exhibitors are permitted to sell their original art & handcrafted items (subject to approval by 2nd Sundays Williamsburg Festival), books they have written or illustrated, or on occasion, to promote their Arts-related Event, Business or Organization in Williamsburg. Yard sale, resale & catalog sales items are not permitted. A variety of artisans is strived for each month, that interest all ages and the diverse patrons that attend our festival.
2. WE are FULL of jewelry artists- but would love to have a regular bohemian braided jewelry maker! We could use more woodworkers, Visual, Multimedia, Textile/Clothing, Metal & Glass Artists.
3. The Festivals are on the 2nd Sunday of each month, March – December. You can reserve for the whole season or for one or a few months, depending upon space availability. You may request to be wait listed for any dates that are full.
4. Festival hours are from 11-5pm from March-October. November & December Festivals are 11a-4p.
5. The Festival is on working streets. We have permits to close it for festival setup at 9am on the Sunday am of the Festival. **NOTHING can be placed in the Street PRIOR to 9am.** You may unload your items neatly on the sidewalk behind where your spot is any time prior to 9am. Please take care to not block the sidewalks!
6. There is live music & performing arts throughout the festival all day.
7. FEES to exhibit are \$95 a show for each 10 x 10 foot space, with 6ft between each booth. Artists paying for 8 or more shows in advance may take \$10 off the fee for each festival to pay \$85 per show. Space is at a premium, following changes implemented during COVID in 2020. Fee is due by the 25th of the month prior to the month you will attend & should be sent to LoveLight Placemaking, 160 John Rolfe Lane Williamsburg, VA 23185. Payments may also be made thru Venmo@LoveLightPlacemaking(preferred) or PayPal at lovelightplacemaking@gmail.com.
8. Please send digital photos of some of your work & a photo representing your full, professional & inviting booth(a single uncovered table with your art just laid out on it is NOT an adequate display), your contact information, a bio(that we often use in Facebook or newspaper PR) & link to your website and or Facebook page to 2ndsundayswb@gmail.com. If texting is easier for you- text photos-with other contact information to 757-879-3029.
9. Restaurants on the street are generally happy to share their restrooms with Festival attendees & exhibitors- please support them by purchasing food & drink in exchange! There are public restrooms at the corner of N. Henry and Duke of Gloucester Street.
10. There are a variety of businesses on the festival streets selling drinks, desserts,

lunch & dinner items. Most welcome call in orders for quick pick up. We encourage vendors & visitors alike to support the businesses that support our festival by granting their permission to close the street for the events. Encourage patrons to go eat and drink at the food establishments near the festival streets and at the Food Trucks that participate in 2nd Sundays!

11. Booth space sides are marked by Bright Orange spray paint on the curb, & the booth numbers will be written in crayon on the top of the curb.

12. Tents should be 10 X 10 ft, with straight legs. White Tops are preferable but not yet REQUIRED. Lighter color tops allow SUN LIGHT into your booths & allow for a more professional and cohesive looking festival.

13. Displays of art should be full & professional in appearance. Tables should be covered to the ground & booths should be as inviting as possible. Invest time & thought into your displays!!! It's especially helpful to go vertical with your displays and fully utilize the space in your tents!

14. Artist's Booths should be marked with a Banner or Sign indicating your business name.

15. Please have business cards & or a small biography of you & your art available with your name & business name to include with every sale. Use the Postcards from 2nd Sundays liberally- great to include one with each sale to help especially local patrons remember to return each month.

16. Proper Business Licensure & handling of VA/City of Williamsburg Sales Tax is expected from each exhibiting artisan.

17. www.2ndsundayswilliamsburg.com is our website.

<https://www.facebook.com/2ndsundayswilliamsburg> is our Facebook page. Please like it & share with your friends! We also have an Instagram (2nd Sundays) account (our hashtag is #2ndSundaysWB & #2ndsunwb, some also use #2ndsundays & I tag musicians on my Youtube Channel

(<http://www.youtube.com/watch?v=RFVjtw4uRmE&list=PL92pkzbT-cXyX964vJjlcfsRMxIkNEltB&index=2>) & your art & musicians who perform at the Festival on Pinterest! 18.

ALL 2nd Sundays Show participants are expected to do some form of promotion for the Festival. Emailing, Social Media, handing or mailing out invites to neighbors or visitors to your booth from other shows are all acceptable forms of Promotion. Our festival is a COOPERATIVE EFFORT!

Thanks for your interest in 2nd Sundays Williamsburg Art & Music Festival, presented by our Non Profit LoveLight Placemaking!

Shirley Vermillion, 2nd Sundays Williamsburg Director

2ndsundayswb@gmail.com

757-879-3029 –cell –Texting Preferred when possible