



ARTS COUNCIL OF  
PRINCETON

## 2017 SAUCE FOR THE GOOSE MARKET

FRIDAY, DECEMBER 8, 4 - 8 PM

SATURDAY, DECEMBER 9, 10 AM - 5 PM

SUNDAY, DECEMBER 10, 11 AM - 4 PM

APPLICATION DEADLINE: 5 PM, November 1, 2017

In celebration of its 23rd year, the annual holiday sale formerly known as Sauce for the Goose continues as the Sauce for the Goose Market. This annual sale of artwork by local and area artists has established itself as a resource for ceramics, glassware, ornaments, and other forms of fine art and craft for gifts to friends and family. In past years, we have taken a portion of net proceeds from sales to support our gallery program. This year, we are moving to a flat fee for a defined space that will be managed and staffed by the artists, who will keep all proceeds from their sales.

We will send all communications related to this year's sale via email. You will be notified of your acceptance and space assignment by November 8, 2017.

### SAUCE FOR THE GOOSE MARKET DETAILS

**The Jurying Process:** All artwork offered for sale must be hand-made and of high quality. As space is limited, we will not only look for fine craftsmanship but also a varied selection of items that we are confident our loyal returning customers will surely want. We charge a nonrefundable \$20 application fee, a booth fee for a defined space in our PopUp Studio at the Princeton Shopping Center, and a nominal fee to rent one of our studio tables (we have a limited number of 6' tables you can rent if you can't bring your own). If you use one of our tables, you will need to provide a cover.

**Application Details:** Please submit high-quality photos of what you intend to sell so we have a good idea of what the overall sale will look like. We will utilize our PopUp Studio at the Princeton Shopping Center for this year's sale. Limited wall space for hanging merchandise is available at the PopUp Studio. We also ask that you provide us with bio information and a brief artist statement that we can use for select advertising and promotion of the sale. You may deliver your application, payment information, artwork photos and bio/statement details to us in person, via mail, or via email. If you are accepted, applicable fees will be processed and you will receive notification of your acceptance via email. Any artist who is not accepted and has paid by check will have their payment, minus the nonrefundable application fee, returned. Photos submitted by mail will not be returned. Items crafted from pre-made kits, molds or items purchased by artists for resale will not be considered.

**Spaces Available:** We will assign spaces that measure 10' x 10' for each artist. All spaces will have access to electricity at no additional charge.

**Setup:** As previously mentioned, you will need to staff your space for the duration of the 3-day sale. It is your responsibility to have a change fund to handle cash sales; we recommend you also have an iPad or mobile device that will enable you to take credit cards, as the bulk of past transactions have been by credit card. We've set two days you can select from for setup of your space: either the day before the sale starts, or the day of the sale. Whichever you select, all spaces must be completely set up no later than 3 PM on Friday, 12/8. You must also provide bags and wrapping materials (tissue/newsprint) for any items you sell. You must provide all casework/props to display your artwork.

There will be a preview of the Market organized for ACP members (we have over 2,000) from 4-5 PM on 12/8 before opening to the general public from 5-8 PM.

**Edible Products:** These are not allowed in the sale - sorry, but no exceptions.

### General Guidelines

As previously mentioned, it is understood that the Arts Council of Princeton, its Staff, Board and Assigns assume no responsibility for loss of or damage to any of your items offered for sale during setup, for the duration of the sale, or during load out of remaining items. We will take every precaution to keep the space secure before, during and after sale hours so you can focus on selling everything you bring.

All artists must furnish their own displays. You may use a small tent, but we cannot allow tents with canopies/tops due to fire regulations. If you plan to sell any 2-D work, you will need to provide hardware to display these pieces within your space at the PopUp Studio.

Your submission of your application, with applicable payment information, is your bond with us for this sale. We cannot offer refunds due to inclement weather or any reason. As this is a 3-day event, we expect that you - or your designated representative - will be present for the duration.

Artists are expected to conduct themselves in a professional and courteous manner for the duration of the sale. At no time will we tolerate any form of "hard sell" tactics. We are a small organization, and we consider you a vital part of the success of this event. At no time may your display encroach on the space of an adjoining artist's space or protrude beyond the confines of your space. All participating artists are expected to have their designated space completely displayed, attended and open to the public for the entire time the sale is open. **Load out: all remaining items must be removed from the sale area no later than 6 PM on Sunday, 12/10. Sorry, but we cannot allow any exceptions.**

The Arts Council of Princeton, its Staff, Board and Assigns shall not be held liable for failure to perform or fulfill its contractual obligation for any reason within or beyond its control, or be held responsible for any damages, loss or injury for any reason within or beyond its control. Insurance for such loss, damages or injury shall be the sole responsibility of each participating artist at their sole cost.

### IMPORTANT DATES

**APPLICATION DEADLINE: NOVEMBER 1, 5 PM**

**SETUP DATES: DECEMBER 7, 10 AM - 4 PM OR DECEMBER 8, 10 AM - 3 PM**

**SALE DATES: DECEMBER 8, 4 - 5 PM; DECEMBER 9, 10 AM - 5 PM; DECEMBER 10, 11 AM - 4 PM**



## 2017 SAUCE FOR THE GOOSE MARKET APPLICATION

FRIDAY, DECEMBER 8 - SUNDAY, DECEMBER 10, 2017

APPLICATION DEADLINE: 5 PM, November 1, 2017

ARTS COUNCIL OF  
PRINCETON

Please indicate set-up preference

Thursday, 12/7, 10 AM - 4 PM     Friday, 12/8, 10 AM - 3 PM

I, the undersigned artist, have read, understand, and agree to comply with all guidelines relating to this sale. I release the Arts Council of Princeton, its Staff, Board, Members and Assigns from any and all liability for any damage, injury, or loss which may occur from my participation. I understand no refunds shall be granted for any reason, including weather-related issues. I hereby give the Arts Council of Princeton permission to use my name, business name and images of myself and my work for purposes of advertising or publicity. I further agree to comply with any other requirements the Arts Council deems appropriate during the sale. Failure to do so may result in immediate removal from the sale.

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

(PLEASE PRINT ALL INFORMATION BELOW)

Artist Name \_\_\_\_\_

Email \_\_\_\_\_

Business Name \_\_\_\_\_

Website \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

NJ State Tax ID# \_\_\_\_\_

Cell Phone \_\_\_\_\_

Please provide a brief description of your artwork to be offered for sale:

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**Artwork Category (check all that apply):**

- Painting       Photography       Textiles       Jewelry       Sculpture       Ceramics
- Glass       Cards       Mixed Media       Wood       Wearable Art       Furniture
- Other: \_\_\_\_\_

**Space Fees**

- Application Fee \$20 \_\_\_\_\_
- 10' x 10' space; 3 days; includes electric \$295 \_\_\_\_\_
- 6' table rental - 3 days (quantity limited; artist must provide table cover) \$25 \_\_\_\_\_

PAYMENT INFORMATION		
Check Number <small>(payable to Arts Council of Princeton)</small>		
Credit Card Information	<input type="checkbox"/> Mastercard	<input type="checkbox"/> Visa
Card Number		
Expiration Date		
Security Code		
Card Holder Name		
Billing Address/Zip		

Please send this completed application, along with your check or payment information, with photos, artist statement/bio and full payment for application and space fee/table rental to:

**Arts Council of Princeton**  
**Attn: 2017 Sauce For The Goose Market**  
**102 Witherspoon Street**  
**Princeton, NJ 08542-3204**

**Email submissions:** send to [mevans@artscouncilofprinceton.org](mailto:mevans@artscouncilofprinceton.org), using the subject line "2017 SAUCE FOR THE GOOSE MARKET."