



June 24-25 at Women's Park

Arts and Crafts Application

Mount Helena Music Festival Art Mart

Featuring

2 Days

2 Stages

9 Bands

14 Hours of Live Entertainment

Kids' Activities

Food, Arts and Crafts, Commercial Booths

Festival Go-ers and More ...

LIVE to PLAY with the BEST @ www.downtownhelena.com.



Dear Art Mart Exhibitor,

Happy winter from Downtown Helena, Inc. (DHI)! It may be cold now, but DHI is very excited and looking forward to a great **Art Mart** in conjunction with the **12th Annual Mount Helena Music Festival** the weekend of June 24 and 25, 2011. Once again, we learned a great deal and identified more areas from last year's event to make the program better for the exhibitors and your customers. We are committed to building the Art Mart and the Mount Helena Music Festival into one of the best festivals throughout the Northwest. The planning committee has been working hard on this year's festival and taking to heart the suggestions provided by last year's participants. Those we received were favorable and the suggestions were very helpful in planning 2011. The location will be the same as last year in the shady and centralized location at Women's Park. Our primary advertising campaign will be launched in May and continue through the festival via newspaper, posters, direct mail, TV/cable, and radio. We have numerous listings and links to our website that have seen enormous growth and usage over the past five years.

Women's Park is a large, well-shaded venue to host the event and allows us access to Hill Park if the need arises. The food vendors will be situated along Fuller Avenue to the west and the Art Mart participants will be situated on the north side of the lawn running parallel to Neill Avenue surrounding the perimeter fence for the music festival. We will provide overnight security that will patrol the grounds from 11 p.m. to 8 a.m. for Friday night.

Our attendance goal for this year is to surpass the 8,000 mark. To reach this goal, we will continue to expand our advertising campaign via TV, print and radio to include the Great Falls, Butte, Bozeman, Flathead-Glacier, Missoula, Yellowstone and Jackson Hole markets. The festival is listed on the festivalfinders.com, festivals.com, festival.net, craftmaster.net, jambase.com, blues.com, and craftmasternews.com websites. We are constantly updating our website at www.downtownhelena.com on a daily basis and we accept Visa or Mastercard payments.

Hopefully your plans include being an exhibitor during the Mount Helena Music Festival Art Mart June 24-25. We are dedicated to hosting a great event while maintaining exhibitor fees and keeping admission prices low to attract a large number of all ages. If you have any questions, concerns or suggestions, please feel free to contact us at hlnabid@mt.net or Kelli Butenko at the Downtown Helena office at (406) 447-1535.

Best wishes from Downtown Helena staff. See you June 24 and 25 for a wonderful weekend of music, arts and crafts, food and fun in beautiful and historic Downtown Helena!

Jim McHugh, Festival Director
jmchugh@mt.net

Kelli Butenko, Communications Coordinator
kbutenko@mt.net

Mount Helena Music Festival Art Mart

in beautiful Women's Park, Downtown Helena

Arts and Crafts Vendor Information

The **Art Mart** runs jointly with the **12th Annual Mount Helena Music Festival (MHMF)** under the ownership and supervision of Downtown Helena, Inc. Please note the following rules in order to comply with both events. **All applications will be considered on a first come-first pay basis of those submitting a completed application with payment. Please see deadlines listed below.**

Contract Terms and Rules for Art Mart Exhibitors

- Booth fee is \$100 per space if received or postmarked by June 10, 2010. \$125 after June 10.
- Approximate size per space is 10' x 10'. Larger areas will be billed at \$1.00 per square foot.
- The Mount Helena Music Festival Committee and Art Mart Manager reserve the right to assign all spaces and display areas and their decisions remain final. Safety, fire, and traffic flow are key factors in making assignments and for the best of the show.
- Exhibitors must furnish their own display table and the equipment necessary to set up.
- The Art Mart is an outdoor show. Exhibitors may want to bring things to protect their work from the elements (i.e. wind, rain and hail), if it becomes necessary. All tents/canopies must be free-standing units.
- At the registration table, exhibitors must sign a waiver if keeping tent/canopy/equipment/merchandise up overnight.
- The Art Mart and the Mount Helena Music Festival reserve the right to refuse space to any exhibitor.
- All food vendors must contact Downtown Helena, Inc. at (406) 447-1535 to receive the proper application and permits to sell any edible items during the festival weekend.
- Booth space is limited to a specific number of vendors and site selection will be based upon postmark date of completed application and pay basis. We will do our best to accommodate your preference, but are not making any guarantee. We will also do our best to separate vendors selling similar products. ***We are hoping to concentrate vendors in spaces 1-34, so please note this fact as you make your selection.***

Sidewalk Art Mart Schedule:	June 24-25, 2011	
Registration and Set-Up:	Friday, June 24	7:30 a.m. to noon
Sale Hours:	Friday, June 24	Noon to 8 p.m.
	Saturday, June 25	9 a.m. to 8 p.m.
Farmers' Market Hours:	Saturday, June 25	9 a.m. to 1 p.m.

These hours are the only officially recognized and advertised hours by the MHMF. Exhibitors must be set up prior to the sale hours. Booths are allowed to stay open later if the exhibitor chooses to do so at their own discretion!

Security

The Mount Helena Music Festival and the Art Mart will provide overnight security for the general area from 11 p.m. to 8 a.m. the evening of Friday, June 24. However, each exhibitor assumes all responsibility for equipment, merchandise and belongings left out overnight. The park area is too large to provide maximum security during the off hours and MHMF cannot be responsible for any loss, theft or damage caused by individual(s), weather or unforeseen circumstances.

Vehicles

NO vehicles will be permitted to enter or drive onto the park lawn. Loading access will be made available on Neill Avenue from 7 a.m. to noon on Friday, June 24. Each vendor must unload and move their vehicles to insure all exhibitors have the opportunity to unload near the park.

Check-in and Registration will take place under the Arch in Women's Park (corner of Neill and Fuller Avenues) on Friday, June 24, from 7:30 a.m. to noon. Space assignments, parking permits, festival passes and other information will be provided at the registration time only.

The fees and deadlines are as follows:

Early Registration Fee - Received or postmarked by June 10 - \$100

Late Registration Fee - Received or postmarked after June 10 - \$125

Please make checks payable to and mail to:

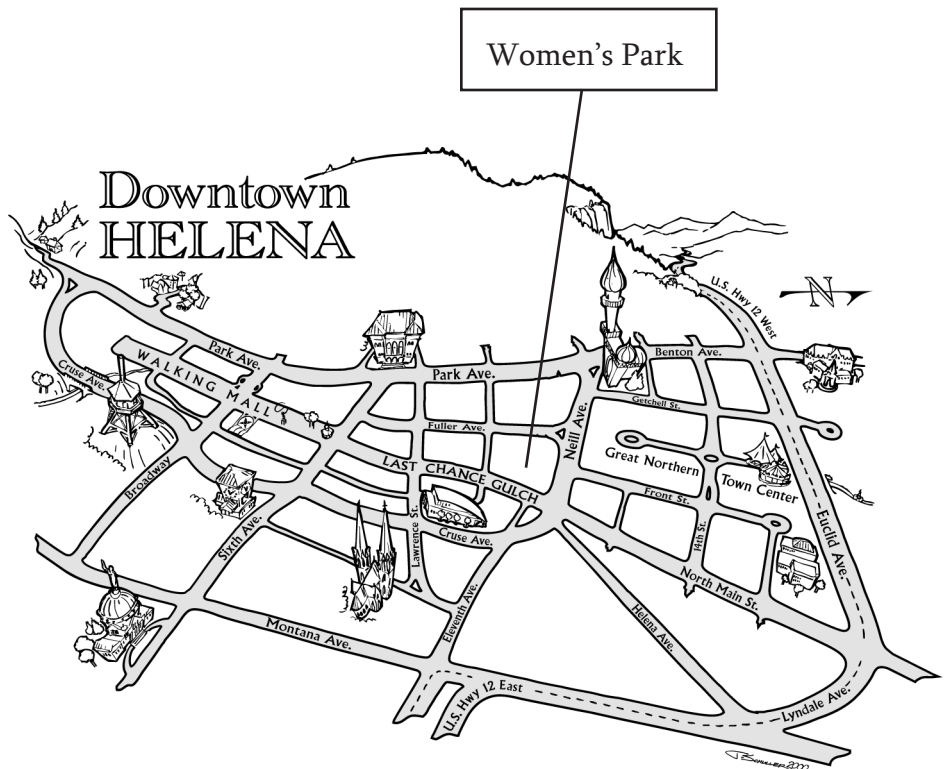
MHMF Art Mart

Downtown Helena, Inc.

225 Cruse Ave., Suite B • Helena, MT 59601

Mount Helena Music Festival Mission Statement
 To build the Mount Helena Music Festival into a nationally recognized event that promotes the growth and vitality of the Helena community and the state of Montana by providing a variety of music and arts for the enjoyment and participation of all ages.

MHMF Art Mart
 Downtown Helena, Inc.
 225 Cruse Ave., Suite B
 Helena, MT 59601
www.downtownhelena.com



- Oversized vehicles can be parked overnight at the Chamber Building parking lot at 6th and Cruse Avenues. No fee is required to park here.
- Please visit our web site at www.downtownhelena.com for information about the weekend's activities.
- Call (406) 447-1535 and we will do our best to answer your questions.