

AFTER THE GOLD RUSH will be again be the Organizers of the arts, crafts, and pre-packaged foods vendors for the Pleasant Hill Art, Wine, & Music Festival, which is produced annually by the Pleasant Hill Chamber of Commerce. We have also participated in the Festival every year - as vendors - since its inception, and have watched it grow in popularity, attendance, and quality each year, 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 a premium wine pavilion, beer garden, continuous live music, a separate kid’s area, and 70 booths of fine crafts, artists, and pre-packaged food vendors. Crescent Drive includes a multi-plex theater, gourmet restaurants, 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 all pre-packaged food booths (Health Dptm. permits & fee required) The Chamber of Commerce runs all 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!) Past participants need only supply a display photo. 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 is provided, and generators are not allowed. Please note – Previous participation does not guarantee automatic acceptance; all applications will be juried.

Entry fees are \$225 plus 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.

Fill out the application below, cut off, and mail it along with 4 - 5 photos of your work, a display photo, a studio photo, & your \$225 entry fee. Past vendors, please email or mail a display photo only. Emailing your photos or website address is ok. Make checks payable to ‘Kim Patillo.’ Send a self-addressed, stamped envelope with appropriate postage if you want your photos/materials returned, otherwise all notices of acceptance/or non-acceptance will be EMAILED to you. We’ll notify you within 2 months of applying. No refunds after April 1. Before this date, a \$75 handling fee will be deducted. We’ll email your space assignments, set-up info, parking passes, and maps about 2 weeks before the Festival.

Please visit our website: [www.afterthegoldrushfestivals.com](http://www.afterthegoldrushfestivals.com) for info/applications on other shows, or call us at 925-451-9465, or email us at with any questions. Mail to: [afterthegoldrush@sbcglobal.net](mailto:afterthegoldrush@sbcglobal.net) Kim & Mark Patillo, After the Gold Rush, P. O. Box 5171, Walnut Creek, CA 94596

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**21<sup>st</sup> Annual Pleasant Hill Art, Wine, & Music Festival**

**MAY 17 & 18, 2025**

Name \_\_\_\_\_ Email (print) \_\_\_\_\_ @ \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State & Zip \_\_\_\_\_

Cell Phone \_\_\_\_\_ Resale # (Required) \_\_\_\_\_ Website: \_\_\_\_\_

Description of Products \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Have you participated in the Festival before? \_\_\_\_\_ What Years? \_\_\_\_\_ Same space? \_\_\_\_\_ Booth #? \_\_\_\_\_

No. Of Spaces: \_\_\_\_\_ Entry Fees: \$225 (or \$235 if paying by Credit Card) \_\_\_\_\_ TOTAL: \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp: \_\_\_\_\_ CVV (on Back) \_\_\_\_\_ Zip Code: \_\_\_\_\_

**Make checks payable to: Kim Patillo**

**Exhibitor Release and Hold Harmless Agreement:**

I (We) agree to hold Kim & Mark Patillo, the Pleasant Hill Chamber of Commerce, the City of Pleasant Hill, Vestar, and their staff, volunteers, and management harmless from any and all liabilities and claims of loss, damage or injury of whatsoever nature and howsoever the same may be caused or may arise resulting directly or indirectly from participation in any After the Gold Rush Festival, including but not limited to lost, stolen, or damaged merchandise or display materials

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

Send application, photos, fees, and a SASE with appropriate postage if you’d like your photos/materials returned to:  
**Kim & Mark Patillo, After the Gold Rush, P. O. Box 5171, Walnut Creek, CA 94596**

