



ARTS AT HAYFIELD

Arts at Hayfield - 2020 Hometown Traditions Virtual Craft Fair

September 6-December 31, 2020

Application Due Date: August 28, 2020

Arts At Hayfield
Penn State Wilkes-Barre
44 University Dr.
Dallas, PA 18612
(570) 675-9232
jrw4@psu.edu
www.artsathayfield.org

Attention all Crafters and Craft Vendors!

The Hometown Traditions Virtual Craft Fair pays homage to the history of Arts at Hayfield craft fairs that have been successfully hosted on the campus of Penn State Wilkes-Barre for 35 years!

Arts at Hayfield understands the evolving restrictions on public gatherings that continue to create new challenges for everyone. This virtual craft fair provides an opportunity for vendors and crafters to share a long-standing community tradition with online visitors and shoppers.

The Hometown Traditions Virtual Craft Fair begins on September 6th, 2020 and runs through December 31, 2020. Arts at Hayfield offers two (2) levels of promotional

memberships on both the Arts at Hayfield Facebook pages and the Arts at Hayfield Website to connect crafters, vendors, and businesses with their potential patrons and customers.

NOTE: Arts at Hayfield will not post any pricing information and cannot guarantee any sales of products. It is up to the vendors/crafters to contact prospective buyers and to make arrangements for payments and delivery. All work to be exhibited for the Virtual Craft Fair must be the work of the applicant. No kits, commercially made products with slight embellishments, or products hand crafted by others will be displayed. Arts at Hayfield reserves the right to evaluate and accept or refuse applications based on the submission criteria.

Arts at Hayfield - 4-Month Business Membership: \$35.00 (See Crafter/Vendor Application)

The Arts at Hayfield – 4-Month Business Membership allows members 4-months of vendor/crafter Facebook advertisements and online promotions from September 6th, 2020 through December 31st, 2020. (This online promotion can be extended for an additional 4 months, upon written request and for an additional donation of \$35.00.) The 4-Month Business membership is perfect for crafters, vendors, or business owners who would like to increase their potential for business exposure during the holiday seasons. Once the 4-Month Membership is no longer active, all posts will be removed. 4-Month Arts at Hayfield Business Members are provided with the following online advertising services:

1. At least **One (1) Facebook Advertisement post** each month at the top of the feed on the Arts at Hayfield Facebook Page. Showcases 3 photos, contact information, and a one paragraph description.
2. **Separate Online Facebook Business Album** on the Arts at Hayfield Facebook with the **three (3) photos**, contact information, and one paragraph description. Even when a business is not listed at the top of the Arts at Hayfield Facebook feed, the business information will always be available to visitors! (**Enclose up to three (3) high quality photos** with the Application.)
3. **Assistance creating a Facebook Page** or link to an existing Facebook Page or website if available.

Arts at Hayfield - 12-Month Business Membership: \$100.00 (See Crafter/Vendor Application)

The Arts at Hayfield 12-Month Business Membership (<https://www.artsathayfield.org/membership/> for more information) provides long-term online Facebook advertising benefits. The 12-Month Business Membership is ideal for crafters, vendors, and businesses who are looking for a 1-year promotion to showcase their items to online visitors. The membership is active for 1-year from the first date of posting and can be renewed. Business Memberships are provided with the following online advertising services:

1. At least **Two (2) Facebook Advertisement posts** per month at the top of the feed on the Arts at Hayfield Facebook Page. Showcases 3 photos, contact information, and a one paragraph description
2. **Separate Online Facebook Business Album** on the Arts at Hayfield Facebook Page with **up to five (5) photos**, contact information, and a one paragraph description. Even when a business is not listed at the top of the Arts at Hayfield Facebook feed, the business information will always be available to visitors! (**Enclose up to Five (5) high quality photos** with the Application.)
3. **Assistance creating a Facebook Page** or link to an existing Facebook Page or website if available.
4. **Vendor/Crafter Gallery Page Listing on the Arts at Hayfield Website.** Business Links and Photos - [Crafter Gallery page](#) on the Arts at Hayfield website. Includes up to five (5) photos, one paragraph description, with detailed contact information.
5. **1-3-minute YouTube Video.** Created for the business by Arts at Hayfield using photos and contact information. Videos will be posted on the [Arts At Hayfield YouTube Channel](#) with links on Facebook and the website.
6. **Optional - Business Video Demonstration/Interview.** Provided by the business - existing MP4 or PPT file.

This is an exciting opportunity for all of us to explore new ways to help promote local businesses as we continue the Arts at Hayfield mission of supporting local artists, crafters, and musicians. We look forward to working with you!