



ARTS AT HAYFIELD

CRAFTER APPLICATION:
Arts at Hayfield - 2020 Hometown Traditions Virtual Craft Fair
On-going Rolling Enrollment
(No Specific Deadline for Applications)

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

Name of Crafter/Vendor/Business:
Mailing Address:
City: State: Zip Code:
Phone Number: E-Mail Address:
Website: Facebook

To Participate - Select One Membership Category, Return Application & Payment to Arts at Hayfield

Arts at Hayfield - 4-Month Business Membership - \$35.00 (4 Months of Facebook Advertising)

- 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 Page with the three (3) photos, contact information, and one paragraph description. Even when a business is not listed at the top of the 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 (12 Months of Facebook Advertising)

- 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 Facebook feed, the business information will always be available to visitors! (Enclose up to Five (5) high quality photos with the Application. Quarterly adjustments or updates available.)
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 - 1 Business Video Demonstration/Interview. Provided by the business - existing MP4 or PPT file.

Crafters May Choose Two (2) Preferred Colors to use on a promotional infographic or Arts at Hayfield can choose appropriate color combinations to enhance the visual appeal of infographics. (See Sample Facebook Promotional Post):

Color 1:
Color 2:

Up to three sentences describing the business/products and include some background information. (If additional space is needed, attach a hand-written or typed note):

Blank lines for business description.

Enclosed is a check or money order for \$ Payable to: Arts at Hayfield

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.

Signature DATE

Sample Facebook Promotional Post/Infographic

(The infographic can include all business contact information)



ORNAMENTS BY AUTUMN

Handmade
ornaments to
adorn every
space of your
life.

OrnamentsbyAutumn.com