



ARTS AT HAYFIELD

CRAFTER APPLICATION:
2021 Arts at Hayfield - Hometown Traditions Virtual Craft Fair
On-going Rolling Open Enrollment
Applications due by - Friday, August 13, 2021

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 Online Promotions)

- 1. At least One (1) Facebook Advertisement post each month at the top of the feed on the Arts at Hayfield Facebook Page. Showcases photos, contact information, and a short business description.
2. Separate Online Facebook Business Album on the Arts at Hayfield Facebook Page with up to six (6) photos, contact information, and short business 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 six (6) high quality JPEG photos with the Application.)
3. Assistance creating a Facebook Page or link to an existing Facebook Page or business website if available.

Arts at Hayfield - 12-Month Business Membership - \$100.00 (12 Months of Online Promotions)

- 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 short business description
2. Separate Online Facebook Business Album on the Arts at Hayfield Facebook Page with up to five (5) photos, contact information, and a short business 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 nine (9) high quality JPEG photos with the Application. Quarterly adjustments or updates available.)
3. Assistance creating a Facebook Page or link to an existing Facebook Page or business 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 nine (9) photos, one paragraph description, with detailed contact information.
5. 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.
7. NEW for 2021 - Virtual Interactive Crafter Gallery - EMAZE Presentation (See Sample Presentation)

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):

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 _____

NEW for 2021 - Sample EMAZE Virtual Crafter Gallery Site

(Click on the link: Sample presentation includes some of the 2020 Crafter Participants)

<https://app.emaze.com/@AOTQQTIOZ/arts-at-hayfield-virtual-craft-fair-interactive-gallery?autoplay&fullscreen>

Sample Facebook Promotional Post/Infographic

(The infographic can include all business contact information)

[Arts at Hayfield Facebook](#)



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ornaments to
adorn every
space of your
life.

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