



## **2017 Del Ray Art on the Avenue Guidelines for Participation in *Kids Art Corner* Children's Activity Area for Non-Profit Organizations**

We welcome your interest as a prospective non-profit participant in the 22d Annual Del Ray Art on the Avenue! The event will be held Saturday, October 7 from 10:00 am to 6:00 pm, rain or shine. **Please note: Children's activities will only be open from 10 am to 5:00 pm.**

The *Kids Art Corner* will again be located outside the Mount Vernon Recreation Center on the soccer field. Our set-up of tables and tents was well received last year so we will follow that same plan for 2017. Families with children attending the festival welcomed the convenience of having all the children's activities in one central location.

Non-profit organizations have the opportunity to apply to participate – at no cost – in the *Kids Art Corner*. Each approved organization will have an assigned area within the *Kids Art Corner* to provide an interactive children's art activity and represent your organization.

### **Application Process**

Completed applications to participate as a non-profit organization in the *Kids Art Corner* must be received by **Thursday, August 31, 2017**. Each application will be reviewed by the Art on the Avenue (AOA) Committee for approval. Please note that there are a limited number of spaces reserved for non-profit groups at the *Kids Art Corner*, so please do not delay in submitting your application.

Please submit completed applications to: Attention: Art on The Avenue, P.O. Box 2826, Alexandria, VA 22301 or e-mail: [AOAkids@gmail.com](mailto:AOAkids@gmail.com)

The non-profit children's activities coordinator will contact you by **early September 2017** to confirm festival participation.

### **Non-Profit Participation Requirements in Kids Art Corner**

- Non-profit group participants **must have at least four** representatives at their assigned location at all times throughout the event – from 10:00 a.m. to 5:00 p.m.
- If a group wishes to provide an activity for only part of the event (i.e., 10 a.m. to 1 p.m.), please notify me ASAP. **Decisions to close early after approval of an application OR day-of decisions to close early WILL NOT be approved.** Any group that does not comply will not be invited back for future Art on the Avenue festivals.

### *Children's Activity*

- All non-profit groups must provide and participate in a children's activity and interact with the children and/or parents. This activity is your organization's opportunity to be creative and provide a fun art experience for children.
- Art activities should be easy and age-appropriate for children to make/assemble. The activity can vary – it can be something the children can take home with them, or something that is part of a bigger activity or project that multiple children participate in completing. Some ideas (although not limited to these) are making paper bag hats, "science experiment," making musical instruments, making cards for military servicemen and women, etc.
- Please provide details about your group's proposed activity in the application, including photos or other visuals to fully explain the activity.
- Each group should plan for **500 children** to participate in their activity for the day.
- Please note that each organization is responsible for all supplies needed to complete the activity throughout the day.
- AOA will reimburse your non-profit group for activity supplies **up to \$100 however, you must receive prior approval.** Please do your best to approximate the necessary costs of supplies for a full day of activities.

### *Assigned Area in Kids Art Corner*

- All non-profit groups are responsible for keeping your assigned area presentable and clean.
- AOA will provide tables and chairs and a tent, unless your organization has one.

### *Non-Profit Promotional Materials & Solicitations*

- Non-profit groups are encouraged to provide literature describing your organization at your booth. **Twenty percent of your booth space may be allotted to the literature. The remaining space (80%) must be used for the children’s interactive art activity.** Please note that your organization’s signs, brochures, etc. may also be displayed along with a sponsor’s signage.
- Distribution of materials along the Avenue (i.e. walking up and down the street handing out materials) is prohibited.
- If you wish to collect donations for your organization, please let us know ASAP. Art on the Avenue will provide uniform containers for your group to accept donations during the festival. We ask that you not provide your own collection container so that we can ensure that all organizations’ have the same size and type to prevent an unfair advantage for one group over another. We appreciate your cooperation.
- Please note that no other solicitations (besides the above-mentioned donation jars) will be allowed at the Kids Art Corner. This includes selling of any materials, t-shirts or other attire, or ANY other paraphernalia on behalf of your organization that solicits families to buy anything. No exceptions. Thank you in advance for your cooperation.

### *Parking, Set-Up, Clean-Up*

- Street Closings: Mt. Vernon Avenue, between Hume and Bellefonte Avenues, will be closed to traffic from 7:30 am until 7:30 pm. Side streets immediately off Mt. Vernon Avenue affecting these blocks will also be closed for the duration of the event.
- **Set Up** of the Kids Art Corner will begin at approximately 7:30 a.m. Please plan accordingly for unloading of supplies from Commonwealth Avenue. Groups will be able to unload supplies for a short period of time on Commonwealth, but will need to move cars to a permanent location for the day.
- Please adhere to the posted “No Parking” signs, and be considerate of Del Ray residents—**do not block driveways or alleys** (AOA is not responsible for parking tickets or if your car is towed for parking illegally).
- **Break Down: All participants must be cleared from the Kids Art Corner by 6:00 pm.** Event coordinators will be on-hand throughout the day to assist you with any problems, including distributing trash bags should you need them.

*Emergencies*

- Any lost children and accidents (injuries or other health-related situations) should be reported to the police immediately. Police officer(s) will be stationed near and around the *Kids Art Corner* area. Please note the location of the nearest police officer before the start of the event.

# 2017 Art on the Avenue Kids Art Corner Non-Profit Participation Application

Send completed application **by August 31, 2017** to: AOAKids@gmail.com

Non-Profit Organization (Name will be listed in official program - please provide exact name, spelling)

\_\_\_\_\_

Address \_\_\_\_\_

Contact Person \_\_\_\_\_ E-mail \_\_\_\_\_

Phone Numbers (day) \_\_\_\_\_ (evening) \_\_\_\_\_ (cell) \_\_\_\_\_

Person in Charge on Day of Event \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Number of people from your organization attending \_\_\_\_\_

Can you provide your own 10' x 10' tent for your activity? Yes \_\_\_\_ No \_\_\_\_

Please select the area you wish to participate:

\_\_\_\_\_ **Kids Art Corner.** Help children discover an interactive art activity, led by your non-profit. *(Please attach a separate sheet describing your proposed art activity. If an activity description is not provided, AOA will assign an activity if your group's application is approved).*

\_\_\_\_\_ **Pumpkin-Decorating.** Help children get creative with pumpkins.

\_\_\_\_\_ **Make-A-Scarecrow.** Help children build their own seasonal icon.

## Half-Day Request

\_\_\_\_\_ We request to provide our activity for only half of the day. *(We understand that if the Art on the Avenue committee cannot find another nonprofit group to use the booth for the other time, our nonprofit may not be accepted.)*

Times: (i.e., 10:00 a.m. to 1:00 p.m. or 1 p.m. to 4 p.m.) \_\_\_\_\_

List of Supplies for Reimbursement: \_\_\_\_\_

Total Cost for Supplies: \_\_\_\_\_ **NOTE: Reimbursement will not exceed \$100.**

AOA should make reimbursement check payable to: Name \_\_\_\_\_

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

I, \_\_\_\_\_, represent \_\_\_\_\_ (name of organization) and agree that the organization and all of its representatives will abide by the Kids Art Korner guidelines set forth by Art on the Avenue.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date