

Dogwood Arts Emerging Makers Program Craft Fair FAQs

About the Program

The Emerging Makers program is a new initiative started in 2022 to support up-and-coming artists and makers. We introduced the Emerging Makers tent at the Dogwood Arts Festival in 2023 and provide year round support: educational opportunities, equipment rentals, artist coaching for exhibitions and local markets, and promotion for local and regional artists and makers. This program is for individuals of any age and background who:

- Are beginning their professional career as an artist/maker
- Are working in a new medium
- Are seeking craft fair experience and guidance

What we're looking for...

- **Application**
 - Quality photos - it is highly suggested to submit multiple examples of work. A complete application will have between 3-10 photos. Keep in mind, these photos may be used to promote the Emerging Makers tent (artists will always be credited when work is shared).
 - Lighting: Each photo should be properly lit to show all details of the photographed item. We suggest photographing items in natural window light or outdoors, if you do not have access to a light box.
 - Styling: For this purpose, keep product styling to a minimum. If you would like to show your product in use, make sure props do not obstruct the work itself.
 - Background: Ensure that the work remains the main focus of the photo. A solid color surface (e.g. white poster board) is an ideal background for small items. Larger pieces can be photographed with a clean, non-distracting background, such as an empty wall.
 - Focus: we highly suggest submitting sharp images of work that are fully in focus. Applicants are welcome to submit artistic photos with selective focus/shallow depth of field *in addition to* a completely sharp image of work.
 - Complete product category list - applicants must include a complete list of each type of item they plan to have available for sale (e.g. ceramic mugs, wooden bowls, knit mittens). You may be asked to remove any "surprise" products from the market.
 - Active links to see more of your work - double check your website and social media links to make sure they are live and have updated examples of your work! We will be

including these links in festival promotions, so it is important to send functional, relevant links.

○ **Booth display**

- What we provide: Dogwood Arts will provide the booth space with a tent, tent weights, table and black tablecloth.
- What to bring:
 - Product - Bring enough inventory to restock throughout the day!
 - Table Display - It is highly suggested to bring a few structures to add height, variety, and additional space to your tabletop display. Options for craft fair display stands can be found on Etsy, Hobby Lobby, or Home Depot, etc. Also, consider repurposing baskets, wooden drawers, table top risers/pedestals, or metal tins to display items.
 - Hanging displays - If your product is best displayed while hanging, you may opt to use a vertical display structure instead of/in addition to the table. You will be responsible for providing this structure.
 - Other displays - You are welcome to bring additional free standing shelves, grid walls, etc, as long as it fits in your booth space. You may need to consider bringing weights for these structures, in the case of high winds.
 - Signage - Make sure to have your name/business name visibly displayed in your booth. It is optional to have a price list displayed, but recommended. Possible options for displaying signage include using an 8"x10" picture frame, a chalkboard sign, or a clipboard display stand. Highly recommended: have a stash of business cards or stickers with your business name and contact info available to give to booth visitors and customers alike.
 - Packaging - Be thoughtful about your customer' experience all the way through purchasing. Will they carry their purchased item in a paper bag or a clear sleeve? Will any items require newspaper or bubble wrap? Will the packaging be in a specific brand color or will it be marked by a logo sticker? There is no right answer, but you will want to think through the packaging option that is best for you and your products!
- Extras - Consider bringing a few additional props and table fillers to create a booth experience that is representative of your brand (e.g. faux flowers, house plants, etc). You will also want to bring a "toolkit" with scissors, zip ties, tape, pens, and paper weights (in case of high wind), etc.

Handling Money

- Pricing - The outdoor market audience is wide and varied, including families and individuals of all socioeconomic backgrounds. If your product mix tends to be on the pricier side, you may consider having a few smaller versions or prints of your work available for sale.

- Payment - It is recommended to have a variety of payment options, including cash, credit card, and/or digital payment platforms (e.g. Venmo, Cash App). If you are providing digital payment options, it is highly recommended to have this information printed and visibly displayed with QR codes for the best customer experience.
- Sales Tax - We recommend charging sales tax, because it will come out of your bottom line when you report your income for annual taxes. You can either include it as a separate line item or just round up your prices to factor in that cost.
- Business registration - While we do not require a business license to participate in our markets, you will need to register with the state of TN for your own tax purposes. We recommend reaching out to The Maker City (located in the Knoxville Entrepreneur Center) for guidance.

Market Success

- Punctuality - Keep in mind that setting up for a market can take longer than expected. Always budget a little extra time for parking. It is highly recommended to budget one hour *at minimum* for arrival, load-in, and set up before the market opens.
- Communication - If you need something, ask! Our team is full of experienced artists who are happy to offer guidance and expertise, whenever possible. Please communicate with our team well in advance if you are unsure about anything.
- The success of any given market can fluctuate based on weather, holidays, and so many other factors—don't feel discouraged if you have a bad market day! The key is simply being willing to try until you find what works best for you.