

Official Host Location...

**PENDING**

**Pasadena Festival of The Arts  
June 17-18, 2017**

Presented by...



**Business/Non-Profit/Commercial/Sponsor Application**

Dear Artists, Musicians & Food Exhibitors,

The "Pasadena Festival of The Arts" will be an "All-American Art Event" featuring juried fine arts, truly hand-crafted works, entertainment, and gourmet edibles. This beautiful setting will be host to some of the most unique offerings, art and artists from throughout the Western US. The festival will consist of a variety of selected categories and highlight artisans that handcraft and produce their own original creations.

The Pasadena Festival of The Arts will be held **at a pending location** on the Historic Route 66 "Rose Parade Route", in Pasadena CA. This is one of Pasadena's most beautiful and premier art & shopping destinations. With millions of shopper visits annually and our extensive marketing campaign, we expect a great turnout for this event in a gorgeous, open-air town center setting.

Artists, craftsmen, original musicians and confectioners are invited to apply for participation in the event.

Artist jury results are based on several criteria:

- Creativity and Uniqueness
- Technical Form and Design
- Booth Presentation and Marketability

Please review the attached application and checklist. **Applications are now being accepted! This is an outdoor show** with in-house roving **security being provided**. All booths may be left overnight on **Friday & Saturday night** and space assignments will be determined by the Venue and LBP staff for esthetics and show continuity.

We look forward to welcoming you to an exciting and successful event! If you have any questions, please don't hesitate to contact us.

Sincerely,

*David Drake, Show Director  
Pasadena Festival of The Arts  
Info@LaydBack.com  
www.LaydBack.com  
(909)705-5544*

**NOTE: Our NEW Pasadena Location  
is PENDING APPROVAL!  
Email EVENTS@LAYDBACK.COM  
for App when available!**

**\*Only Pages 1-2 & Pasadena City  
Business License are needed  
for Repeat Exhibitors of LBP.**

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