



**HERITAGE
FOUNDATION**
WILLIAMSON COUNTY, TN

DOWNTOWN
FRANKLIN
ASSOCIATION

The
**FRANKLIN
THEATRE**

FRANKLIN
Grove
ESTATE & GARDENS

The Moore-Morris
History and
Culture Center
WILLIAMSON COUNTY, TN

Arts & Crafts Vendor Requirements & Jury Guidelines

1. Application Submission Requirements

All applications must be submitted through Eventeny.

Applicants must be 18 years of age or older. All work must be original, handcrafted, and created by the applying artist or approved collaborative team. Collaborative teams are limited to no more than two artists.

A **nonrefundable \$40 application fee** is required for each application submitted.

Each application must include **five digital images**:

- Three images clearly showing the work the artist intends to exhibit
- One image of a fully assembled booth display (required for jury consideration)
- One image of the artist's workspace or studio

Applications missing required materials may not be considered by the jury.

2. Acceptance & Jury Process

Vendors are selected through a juried application process conducted after the application deadline. Applications are evaluated based on originality, handcrafted quality, craftsmanship, presentation, and overall fit within the festival.

Acceptance notifications will be issued through Eventeny. Acceptance to a previous Main Street Festival or other Heritage Foundation–hosted festival does not guarantee acceptance to future events.

The Festival is committed to presenting original, handcrafted work created by the applying artist or approved collaborative team. To support a high-quality and balanced Arts & Crafts program, the jury reserves the right to:

- Limit the number of vendors within any category
- Decline applications that do not meet standards of originality, craftsmanship, quality, or category relevance
- Consider diversity of media, style, and price point when making final selections

Applications are reviewed solely on the materials submitted. It is the applicant's responsibility to ensure that all images and descriptions accurately represent the work intended for exhibition.

The jury process is closed. Jury scores and comments are confidential and are not available for review by applicants.

For reference, the Festival typically receives approximately 250 applications annually. An average of 120 artists are selected through the jury process, with a limited number of exempt or invited artists participating as applicable. Applications are scored by a panel of five jurors using Eventeny's scoring system. Jurors independently assign numerical scores on a scale of 1–10, considering aesthetic merit, originality, technical proficiency, and marketability. Jurors score applications remotely and across all media categories within a single jury panel.

All jury decisions are final. The Festival reserves the right to revoke acceptance if an applicant's work is found to be inconsistent with the submitted application, jury standards, or festival policies.

3. Booth Fees

- \$40 nonrefundable application fee
- \$450 per 10' x 10' booth space
- \$75 electrical fee (advance purchase; limited availability)
- \$95 electrical fee if added during the festival

Premium or corner booth pricing is not offered. All booths are equally priced.

4. Important Dates

- March 6, 2026 — Application deadline
- March 13, 2026 — Acceptance notifications sent
- March 20, 2026 — Booth fees processed via Eventeny
- April 2, 2026 — Final date to cancel participation and receive booth fee refund minus a \$50 administrative charge
- April 2, 2026 — Deadline to purchase electricity

5. Festival Schedule

Friday, April 24

8:30 p.m.–10:00 p.m. — Vendor Check-in & Setup

Saturday, April 25

6:00 a.m.–9:00 a.m. — Vendor Check-in & Setup

8:30 a.m.–10:00 a.m. — Fire Marshal & City Inspections

10:00 a.m. — Festival Opens

6:00 p.m. — Festival Ends

8:30 p.m. — Restocking permitted

Sunday, April 27

10:00 a.m. — Festival Opens

6:00 p.m. — Festival Ends

6:00 p.m.–8:00 p.m. — Breakdown

8:00 p.m.–9:00 p.m. — Streets reopen

6. Original & Handcrafted Work Requirement

All artwork and products must be original, handcrafted, and created by the applying artist or approved collaborative team.

The following are **not permitted**:

- Imported goods
- Commercially mass-produced or factory-manufactured items
- Kits, flea market items, or resale merchandise

- Items made using commercially purchased casts, molds, or patterns
- Pre-manufactured or factory-sewn clothing

Limited exceptions may be considered only when the artist can clearly demonstrate substantial personal modification as an integral part of the creative process. Final determination rests with the Festival jury and staff.

7. Handmade Verification & Proof of Production

Due to the increased availability of mass-produced goods through wholesale and fast-retail marketplaces, the Festival has implemented additional verification requirements to protect the integrity of the Arts & Crafts program and participating artists.

Certain product categories require proof of production during the application process, including but not limited to:

- Jewelry
- Crochet/knit items and plush
- Laser-cut items
- Stickers, prints, and digital art
- Tumblers and sublimation or vinyl products
- Candles and bath/body care
- Leather goods
- Pet accessories
- Toys and plush

Required uploads may include:

- A photo of the artist's workspace or studio clearly showing tools, materials, and works in progress
- A brief process video (preferred and may be requested)

Submitted materials may be reviewed using reverse image searches and AI-supported verification tools to confirm originality and ensure items are not commercially mass-produced.

Applications that do not submit required proof or that indicate resale or mass production may be declined. Application fees are nonrefundable.

8. Licensing Requirement

All merchandise referencing protected characters, brands, logos, or sports teams must be properly licensed. Unlicensed or “fan-made” items are prohibited and may result in immediate removal without refund and restriction from future festivals.

9. Media Categories

- Candles
- Children's Products
- Fine Art
- Furniture
- Farmers / Locally Grown Products
- Homemade Accessories & Decor
- Jewelry
- Mixed Media
- Metalworking
- Other Crafts
- Prepackaged Food Products
- Pet Products
- Photography
- Pottery & Ceramics
- Recycled / Upcycled Products
- Skin Care Products
- Textiles / Clothing
- Woodworking

10. Artisan & Craftsman Demonstrators

Vendors interested in serving as live Artisan or Craftsman Demonstrators must email Festival Staff with a brief description of their proposed demonstration. Approved demonstrators will receive guaranteed Main Street placement and complimentary electricity via a coupon code.

Demonstrations must show the process of creating the product.

Demonstrations of finished products or product application do not qualify.
Video or pre-recorded demonstrations are not permitted.