



21st Annual Pleasant Hill Art, Wine & Music Festival, Pleasant Hill, CA

May 17 & 18, 2025

AFTER THE GOLD RUSH will again be organizing the arts, crafts, and pre-packaged foods vendors for the Pleasant Hill Art, Wine, & Music Festival, which is produced annually by the Pleasant Hill Chamber of Commerce. We have participated in the Festival every year - as vendors - since its' inception, and have watched it grow in popularity, attendance, and quality each year, giving us the unique perspective from both sides of the fence – as vendors AND organizers.

The Pleasant Hill Chamber of Commerce, the Downtown Merchants, and the City of Pleasant Hill are involved in this show in every way. They block off Crescent Avenue in the heart of downtown Pleasant Hill for a 2-day celebration, which includes several wine & beer tasting areas, continuous live music, food trucks & booths, a separate kid's area, and 70 booths of fine crafts, artists, and pre-packaged food vendors. Crescent Drive includes a multi-plex theater, gourmet restaurants, unique shops and boutiques, a huge parking garage, apartments & condos within walking distance of downtown, and a few large anchor stores around it. It's an affluent area that is supported by the surrounding areas year-round.

The Festival is open to all craftspeople and artists that make their own products, and all pre-packaged food booths (Health Dptm. permits & fee required.) For prepared food booth vendors, please contact Sheila at: scotruvo@pleasanthillchamber.com

All applications are juried by 4 - 5 photos of your work, a display photo, and a photo of your studio/work area. Past participants need only supply a display photo. No imports or commercial booths are allowed. All exhibitors must provide their own displays, canopies, etc. All spaces are set in the street in front of the curb, and are all 10' x 10', although – due to the curvature of Crescent Drive – we give an extra 5' DEPTH to the curb which you may extend and use if you wish, allowing you to open up to both the street and the sidewalk. We STRONGLY encourage that you don't put up a solid back-drop behind your booth in front of the merchants behind you ~ they will appreciate it and you will benefit from the public walking on the sidewalk behind you. No electricity is provided, and generators are not allowed. Please note – Previous participation does not guarantee automatic acceptance; all applications will be juried.

Entry fees are \$225 plus a 10% commission on gross sales. Commissions will be collected at the show after closing on Sunday night. All spaces are 10 x 10, with extra space to the sidewalk should you decide to utilize it.

Please email afterthegoldrush@sbcglobal.net or call Kim or Mark at 925-451-9465 for an application. Or, you can go to our website: www.afterthegoldrushfestivals.com and download the application directly. You'll need to mail or email 4 - 5 photos of your work, a display photo, a studio photo, & mail us your \$225 entry fee. If you email photos, please be sure to reference the date that you emailed them on your application so that we can find them! All notices of acceptance/ or non-acceptance will be EMAILED to you within 2 months of applying. All categories will be limited in fairness to all, so applying early is encouraged.

We hope you can join us! – Kim & Mark