

The logo features the words "Artisan Walk" in a large, black, cursive script font. Below "Walk" is the phrase "on Alvarado" in a smaller, black, sans-serif font. The entire text is enclosed within a hand-drawn, light green circular outline that is slightly irregular and open at the top.

Artisan Walk on Alvarado

At The 2026 Avocado Festival

Dear Artist:

The Fallbrook Chamber of Commerce will create The Artisan Walk on Alvarado Street for the 2026 Fallbrook Avocado Festival, Sunday, April 19th 2026, 9 am - 5 pm.

This area will be a pleasing, artistic atmosphere for artists to display and sell their wares.

We have a very limited number of spaces, and we are able to offer space to you at a less expensive rate than in the general festival. We anticipate selling out early. You may share your booth space with another artist for one rental fee with prior approval. A resale license will be required for both (and any) businesses.

The Booth Fee is \$135

No commission on sales will be charged.

Participants MUST submit proof of a California resale license number at time of acceptance.

Please see additional details attached.

***There is limited space and it will fill up.

Please send the required fee and information as soon as possible. Please note, we could be sold out before this date.

We would like to stress that many of those who sold well last year made an effort to include works relating to avocados, the Avocado Festival or Fallbrook. In addition, they took into consideration size of the artwork and prices as they related to the festival attendees.

We are looking forward to a great festival and a chance to showcase local and regional artists. We hope you will join us.



At The 2026 Avocado Festival

Art Opportunity at the Fallbrook Avocado Festival

WHERE: Downtown Fallbrook on Alvarado Street between Main and Vine streets

WHEN: Sunday, April 19, 2026
9 am to 5 pm

Booth Fee: \$135

ARTIST PROVIDES:

- ◆ Printed proof of a California resale license, at time of acceptance **(required)**
- ◆ 10 X 10 WHITE pop-up tent **(required)**
- ◆ Any needed dividers, grids, panels, tables, chairs, hanging materials
- ◆ Set up/break down

Fallbrook Chamber of Commerce Provides:

- ◆ 10 x10 space
- ◆ Targeted, regional advertising and promotion for the "Artisan Walk"
- ◆ Artisan Walk information on the Fallbrook Chamber of Commerce website
- ◆ Appropriate signage for the "Artisan Walk"

- **Your space must be set-up NO LATER than 8:30 am on festival day**
- **Your space must be manned continuously during festival hours**
- **No pets are allowed in the Artisan Walk area, including your booth**
- **Space break-down begins at 5 pm (not earlier) and display area must be cleared by 6 pm**
- **You are responsible for your own trash. Please leave area clean when you leave.**
- **You may only sell what is listed on your original application**

No electricity will be available.

No refunds will be given in case of inclement weather, acts of nature, or restrictions by government agencies, over which the Fallbrook Chamber of Commerce has no control.

**If you have an interest in participating in this event, please send an email to:
info@fallbrookchamberofcommerce.org**