

Whyte Avenue Art Walk - Business Marketing Opportunities



Mark Your Calendars for July 7 - 9, 2017

Since 1995, over 1500 artists have created art outside Old Strathcona businesses. The Whyte Avenue Art Walk is a 4 kilometre art market and outdoor studio running from East Whyte through to West Whyte. It attracts more than 40,000 annual visitors. Surveyed businesses proclaim Art Walk among the most beneficial of all the special events in the Old Strathcona area. As a main attraction of cultural significance and artistic interaction, it is a top contributor to

pedestrian foot traffic and positive media coverage for our business district. Artists' fees and volunteers' time cover more than half of the production and marketing expenses. Sponsorship is essential for maintaining this dynamic art event and supporting local talent. Your sponsorship can be a little labour, in-kind donation, advertising, or cash sponsorship. In return, The Whyte Avenue Art Walk can provide countless opportunities for your business to be highlighted. **Email: kim@paintspot.ca Ph: (780) 432 0240**

Here's what you can do!

Be Prepared	Make sure extra staff are scheduled on this busy weekend.	Create and promote some fun in-store activity to draw pedestrians into your business.
Earn Social Media Likes and Shares	Help us share information across all media platforms. @thepaintspot, @oldstrathcona, @yegartwalk.	Endorse the Whyte Avenue Art Walk in some way and show it online. We'll do the same for you!
Be an Ambassador for our Community.	Take care of the artist outside your shop.	Art Walk Artists are trained to be independent but may need water, bathrooms and moral support.
Build Your Brand	Become an "Official Sponsor" of Art Walk Volunteers. They will support you in return.	Offer a discount to official badge holding volunteers during the Art Walk. We will promote your offer to all our volunteers.
Advertise Your Business	Our program is an essential marketing piece. You can be included.	Act Quickly. Limited Advertising Space is available.



The Paint Spot Presents...The 22th Annual Whyte Avenue Art Walk

Will you help distribute Art Walk flyers or directory magazines?

- Yes, postcards & programs
- No

Will you help our volunteers?

- Yes, we will sponsor discounts during event to "Volunteer" badge wears.
- Yes, we will provide food or beverage for orientation, registration, or workshops.

Will you create a window space to promote the Art Walk?

- Yes
- No

Will you give a cash donation?

- Gift basket for volunteers?
- \$50 (For Water Bottles)
- \$100 (For Name Badges)
- \$200 (For New Festival Volunteer Tent)

Would you like to buy ad space in our printed Festival Program?

30,000 copies distributed across Alberta,
5,000 distributed during the weekend.



ADVERTISING SIZES		ADVERTISING RATES	
1/4 Page 4.25 x 4.38"	1/2 Page HORIZONTAL 4.25 x 8.96"	Glossy Pages	
		Back Cover	3999
		Inside Front Cover	3499
		Inside Back Cover	3299
1/2 Page VERTICAL 8.7 x 4.38"	Full Page SAFE 8.45 x 8.96" TRIM 9.75 x 9.75" BLEED 10.25 x 10.25"	Non-Glossy	
		Full Page	2399
		1/2 Page	1499
		1/4 Page	899

BOOKING & COPY DEADLINE:

JUNE 2

CONTACT

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Phone: 780 426 1996
Mobile: 780 660 9699

Business Name: _____

Contact/Position: _____

What is the best way to reach you? Phone: _____ Email _____

How has the Whyte Avenue Art Walk benefited you?

Comments?

The Paint Spot, an Old Strathcona business, has produced the Whyte Avenue Art Walk since the beginning. If you have ideas, questions or concerns, please contact:

Kim Fjordbotten **phone:** (780) 432 0240, **email:** Kim@paintspot.ca

Event Website: www.art-walk.ca

The Paint Spot 10032 81 Avenue