



Art Around Every Corner of Roslindale

July 2010

Dear Business Supporter of the Arts,

The Roslindale Arts Alliance is proud to announce the *Sixth Annual Roslindale Open Studios*. We welcome your participation. By purchasing an advertisement in our brochure, your business will gain publicity and attention before, during, and after this popular and growing community event. It takes place on **Saturday, November 6 and Sunday, November 7, 2010 from 11 a.m. to 5 p.m.** with an Opening Reception on Friday evening Nov. 5, 2010.

Last year 90 artists participated in more than 44 venues (group locations, individual home studios, and local businesses) throughout all of Roslindale. This drew people from all over the Greater Boston area, who purchased art and visited the many fabulous Roslindale eateries and shops. Part of our success last year was an aggressive marketing campaign that included advertisements in art magazines, local newspapers, direct mail, press releases, flyering at other Boston neighborhood Open Studios, videos, articles and e-mail marketing. We plan more of the same this year.

Our brochure is a full color booklet, listing all artists and locations with a map. We will be printing 10,000 copies that will be widely distributed before and after the event. All sponsors and advertisers also get their businesses highlighted and linked from the Roslindale Open Studios website at www.roslindaleopenstudios.org.

Please let us know how you would like to be part of this wonderful Roslindale community event. We appreciate your support of local artists and contributions to our wonderful community. Deadline for advertiser inclusion in the brochure is August 15.

Sincerely

Janice Williams, 617-710-3811



Roslindale Arts Alliance and Roslindale Open Studios are supported in part by a grant from the Boston Cultural Council, a municipal agency which is supported by the Massachusetts Cultural Council, a state agency

Roslindale Arts Alliance ♦ P.O. Box 231 ♦ Roslindale, MA 02131 ♦ www.roslindalearts.org

YES, I want to be part of the 2010 Roslindale Open Studios.

I would like to be a sponsor for \$500 (sponsors get special promotion at the Preview Party held on November 5, as well as listings in the brochure and posters, and on the website).

I would like to advertise* (see attached for ad specifications)

Full Page(\$425)

Half Page (\$225)

Quarter Page (\$135)

Eighth Page (\$80)

I would like to be a location for an artist

I have already selected an artist

Please provide me with an artist

I can accommodate multiple artists

Contact Name _____

Business Name _____

Business Address _____

City, State, Zip _____

Telephone _____

E-mail _____

Website _____

Please make check payable to *Community Arts Advocates* and mail to Roslindale Arts Alliance, P.O. Box 231, Roslindale, MA 02131.

THANK YOU!