

ROSLINDALE ARTS ALLIANCE

June 2009



Dear Business Supporter of the Arts,

The Roslindale Arts Alliance is proud to announce the *Fifth Annual Roslindale Open Studios*. We welcome your participation, and your business will gain publicity and attention before, during, and after this popular and growing community event. It takes place on **Saturday, November 7 and Sunday, November 8, 2009 from 11 a.m. to 5 p.m.**

Last year 90 artists participated in more than 40 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. This year we expect to have even more artists and locations. 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, and e-mail marketing. We plan more of the same this year.

We will be printing 10,000 copies of our full color brochure that will be widely distributed before and after the event (see enclosed 2008 brochure). 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're enclosing a brief form for you to fill out, and we invite you to call us if you have any questions.

Sincerely,

Committee Chairs

Glenn Williams
617-543-7443

Carolyn Thall
617.669.8050

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



YES, I want to be part of the 2009 Roslindale Open Studios.

- I would like to be a sponsor for \$500 (sponsors can choose a free ad of any size, get special promotion at the Preview Party held on November 6 at the Longfellow House, 880 South Street, as well as a listing and link on the ROS website).
- I would like to advertise (see attached for ad sizes)
 - Full Page - \$400 Half Page - \$200 Quarter Page - \$125
 - Eighth Page - \$75 Food Venue Listing - \$50*
- 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.

*** To encourage Roslindale Open Studios visitors to shop and dine during their visit, we are having a special section in the brochure for Roslindale Food Venues (see attached).**

Thank You - Call Janice at 617-710-3811 with any questions.