

15th Annual

ROSLINDALE

OPEN

STUDIOS

SATURDAY & SUNDAY,
OCTOBER 19 & 20, 2019

2019 Sponsor Kit

AD RESERVATION & ART DEADLINE: JULY 30, 2019

About Roslindale Open Studios

Roslindale Open Studios is a family friendly event. Artists from Roslindale and beyond show and sell paintings, jewelry, pottery, textiles, photography, mixed-media, and more.

Visitors are invited to group sites, artists' home studios, and participating businesses. Scheduled events include children's art activities, live music, home studio bingo, and a bike tour.

ROS is a unique event that brings together artists, residents, and visitors, building a diverse, cultured community.



UPCOMING OPEN STUDIOS

October 19 & 20, 2019

11am-5pm

PLANNING COMMITTEE

Kasey Davis Appleman

Mark Eclipse

Risa Edelstein

Amy Joyce

Gary Koeppel

Chris Lang

Judith Robichaud

Lisa Sankowski

Jodi Schmidt

Carolyn Thall

PO Box 241

Roslindale, MA 02131

sponsorship@roslindaleopenstudios.org

www.roslindaleopenstudios.org

*Roslindale Open Studios is a
Massachusetts charitable corporation
with non-profit 501c3 status.*

Advertising Opportunities

SPONSORSHIP LEVELS

PRESENTING SPONSOR - \$1,000
(LIMIT ONE)

- Full back page color advertisement in brochure
- Logo on postcards, posters, and front page of website
- Opportunity to table with ROS at Farmers' Market in October
- Business Listing on Map

MAJOR - \$750

- Full page color advertisement in brochure
- Business listing on map

BENEFACTOR - \$450

- 3/5 page color advertisement in brochure
- Business Listing on map

SUPPORTER - \$300

- 2/5 page color advertisement in brochure
- Business Listing on map

PATRON - \$150

- 1/5 page color advertisement in brochure
- Business listing on map

FRIEND- \$75

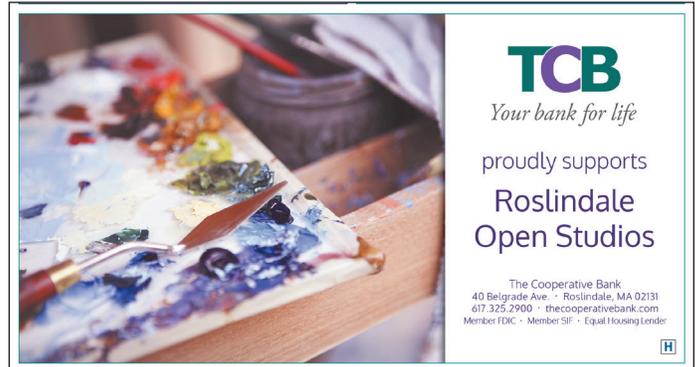
- 1/10 page color advertisement in brochure
- Business listing on map

To place an ad, visit our website at:
www.roslindaleopenstudios.org.

For sponsorship questions, please contact Lisa Sankowski at sponsorship@roslindaleopenstudios.org

RESERVATION & ART DEADLINE

July 30, 2019



TCB
Your bank for life

proudly supports
Roslindale Open Studios

The Cooperative Bank
40 Belgrade Ave. • Roslindale, MA 02131
617.325.2900 • thecooperativebank.com
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Proud Supporter of Roslindale Open Studios!

SOPHIA'S GROTTO

WINNER BOSTON'S BEST 2012

BEST OF BOSTON 2009

BEST OF BOSTON 2012

22 Birch Street • Roslindale Village
617.323.4595
www.sophiasgrotto.com

4404 Washington St., Roslindale, MA 02131 • 617-323-PETS(7387)
www.thepetcabaret.com • petcabaret@rcn.com

OPEN DOORS
YOGA STUDIOS
Free Your Body. Free Your Mind.

ROSINDALE STUDIO
4155 Washington Street • Roslindale, MA 02131
RosOpenDoors@gmail.com
www.facebook.com/OpenDoorsYogaStudiosRoslindale
(New Students get one free week of yoga with this ad.)

centre cuts SALON & SPA

Have a great open studios!

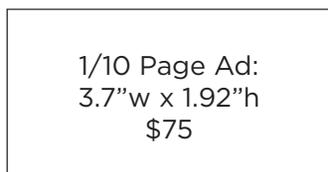
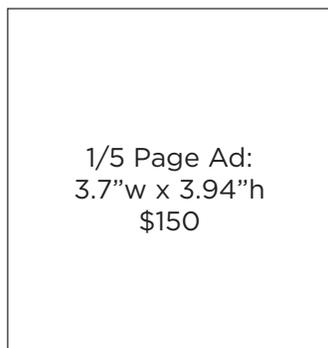
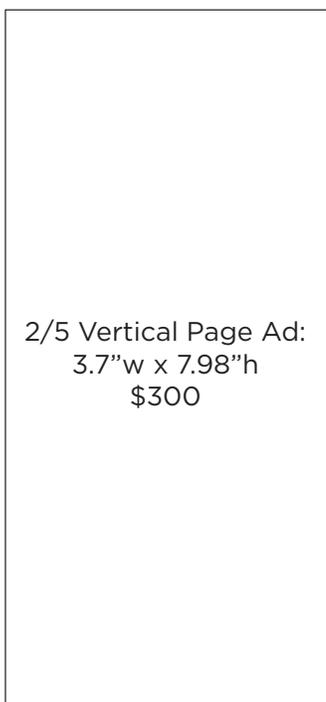
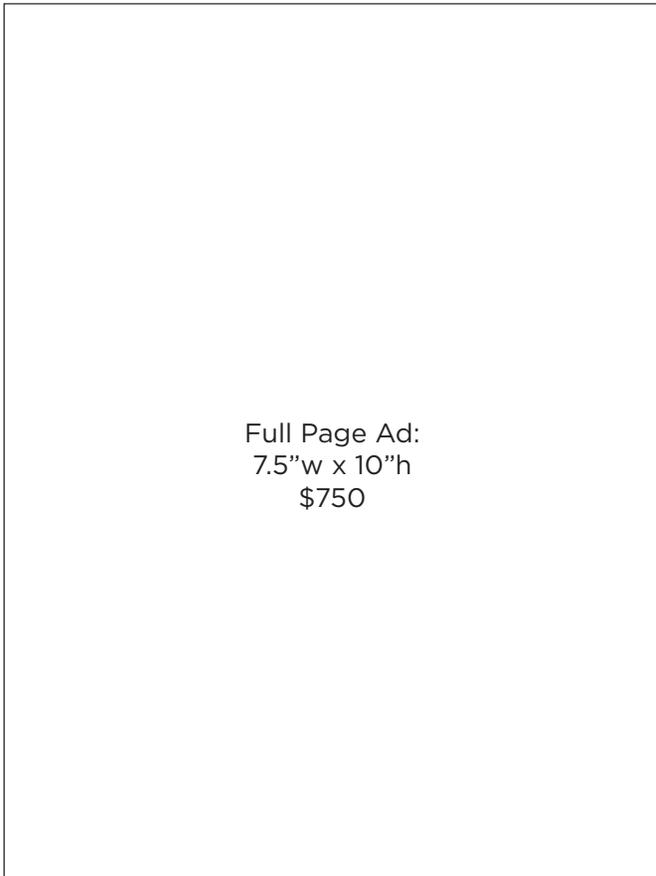
centre cuts
SALON & SPA

HAIR • SKIN • NAILS • MASSAGE

Tuesday-Sunday
6-8 Belgrade Avenue • Roslindale, MA 02131
617-325-0002 • www.centrecuts.com

Examples of previous sponsor ads in the ROS brochure

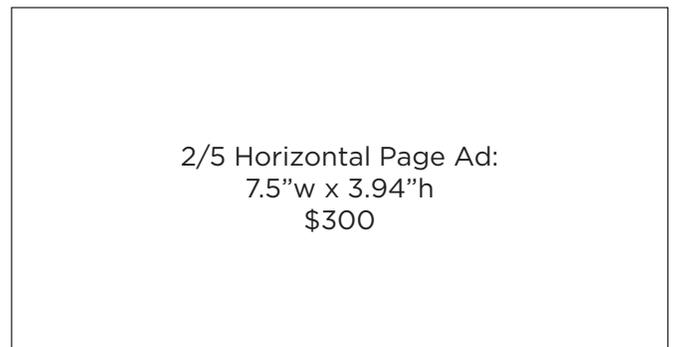
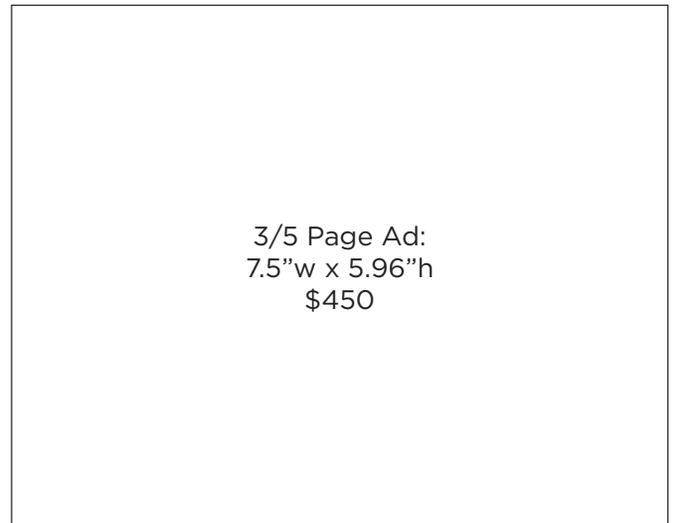
Advertising Specifications



(Not shown at full scale)

ART DEADLINES

Print-ready art due: July 30, 2019



ART REQUIREMENTS

- All ad submissions must be sent in a high resolution PDF or JPG format.
- 300 DPI / CMYK at full size
- No files with PMS colors will be accepted

Where We Advertise

EVENT PROMOTION

Roslindale Open Studios' marketing campaign reaches over 300,000 people!

NEWSPAPERS & MAGAZINES

Roslindale Open Studios places articles in local news publications such as the Roslindale/West Roxbury Transcript and other advertising vehicles, including Doyle's Cafe's October placemat.

PRINT MEDIA

Roslindale Open Studios prints and distributes 5,000 beautifully designed, full color brochures that feature each participating artist and our sponsors' advertising. We also distribute 10,000 postcards throughout Roslindale, Jamaica Plain, Roxbury, Cambridge, Needham, the South End, West Roxbury, Hyde Park, Dedham, Mattapan, Brookline, Somerville, and Newton. Artists send out personal invitations as well.

ELECTRONIC MEDIA

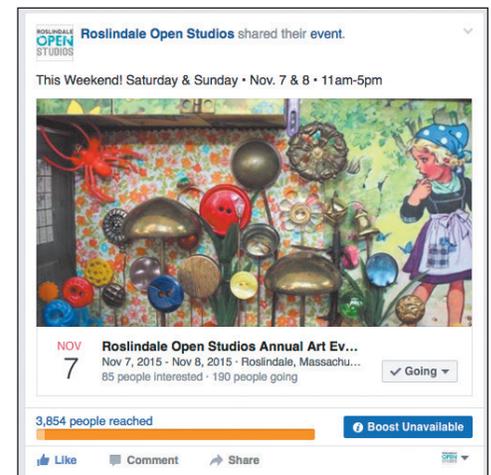
Roslindale Open Studios promotes the event through a comprehensive website and monthly email newsletters to over 1,200 contacts. We also promote on social media through Facebook, Twitter, and Instagram.

COMMUNITY

Roslindale Open Studios promotes in the Roslindale community by displaying in the Roslindale Public Library window, at the Roslindale Farmers' Market and, at other community events, and by placing extensive signage before and during the event.



Jamaica Plain Gazette Ad



Facebook Ad



Banner at Adams Park



Promotional Koozies handed out at the Farmers' Market

Testimonials

“It’s about seeing inspired art and unique crafts; but more than that, ROS is for me a huge source of community pride and connectivity. On ROS weekend, I am reminded of the wealth of kind, talented, generous people who live here, and I carry this with me throughout the year.”

— Linda Burnett, Realtor®

“Roslindale Open Studios is a great community building event. Every year it amazes me at the level of participation not only by the array of amazing and talented artists, but also by the amount of community support that it generates. The weekend of ROS draws people from all neighborhoods of Boston and surrounding communities. It is wonderful to see so many people gather in this great neighborhood and enjoying our beautiful city. The arts bring beauty and joy and we need more events like ROS.”

—Tim McCarthy
City Councilor
District 5

“Roslindale Open Studios has served as a way to bring together artists from all disciplines and provide a vehicle for that art to be shared with the great people of this corner of Boston. On two past occasions the Roslindale Community Center has served as a stop-off point as a pop-up gallery during the annual Open Studios event, and specifically for kids’ art. The opportunity to network with like-minded people allowed us to connect with the Eliot School for the Arts and they are now with us on a regular basis teaching the kids in our after school program many diverse things. Had it not been for Roslindale Open Studios, that may never have happened.”

—Dennis Kirkpatrick, Board President
Roslindale Community School Council, Inc
At the Roslindale Community Center

“Roslindale Open Studios allows all of us to experience the cultural diversity that truly defines Roslindale. Every year I look forward to the fall weekend when I can walk from venue to venue to enjoy the extraordinary work of the extremely talented artists in the community. ”

—Elaine Buckley, Senior Vice President
The Cooperative Bank

“I open up Birch St. House & Garden to Roslindale Open Studio artists every year for many reasons. It’s important to support local artists. It’s important to bring artwork to everyone. Art shouldn’t just live in a museum or gallery. It should live in our homes, offices and schools. As a business owner, I also support ROS and welcome artists into my store because the Open Studio weekend draws many more people into Roslindale Village than a on a normal weekend. It’s an opportunity to welcome new customers into my store.”

—Elizabeth Swanson
Birch St. House & Garden

“I was also so impressed by the quality of the art I saw, and had a great time talking with many friendly artists. I had a chance to go through the group sites and a couple of the locations in the square with my daughter on Sunday. It’s only at a local art show like this that you can run across paintings and photos of your street and neighborhood, and even your neighbors! It helps to spread the idea that art can come from anywhere, relate to anything, and be accessible to all, which I really believe. Thanks for all the hard work of the planning committee and artists! I know how much work everyone puts in and it really showed. Looking forward to next year!”

—Daniel M. Flannery
Balanced Rock Investment Advisors

Roslindale Open Studios

HOST AN ARTIST IN YOUR BUSINESS

Business studio locations add diversity to Roslindale Open Studios, while gaining increased exposure for both artist and local business. Several local businesses host one or more artists annually, and we welcome more business studios each year.

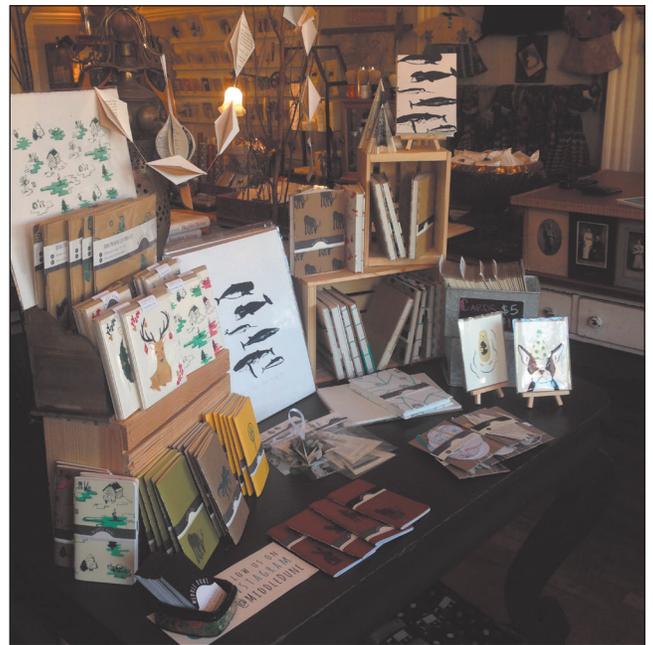
All businesses are responsible for finding their own artists. Each individual artist showing must complete an application in order to be featured in our marketing materials and to be listed on our Roslindale Open Studios map.

Interested in hosting one or more artists? Contact: info@roslindaleopenstudios.org



Paula Metcalf Lazar with her paintings
at Birch Street House & Garden

Photo courtesy of the artist



Middle Dune Paper Goods by Sylvia
Tomayko-Peters at Joanne Rossman

Photo courtesy of the artist



Jennifer Crowe's stoneware
at Boston Cheese Cellar

Photo courtesy of the artist



Ana Noordzij's Ceramics
at Boston Cheese Cellar

Photo courtesy of the artist