

# 2021 Steps for Getting Art Supporters

Ensure your success and that of the Tour by getting Art Supporters – it's easy.

## 1. Gather the following materials for each prospective Art Supporter:

- [Art Supporter Letter](#) which outlines the benefits, costs, and process for being an Art Supporter.
- [Art Supporter Information Form](#) which the Art Supporter needs to complete (*be sure to place your contact information in the space provided at the bottom of the form*).
- Copy of the 2019 Studio Tour brochure to show Art Supporters its quality, the variety of art available during the Tour, and businesses and individuals who have supported the Tour (*available outside Suite 105, 697 6<sup>th</sup> Street, Prescott*).
- Studio Tour rack card to leave with Art Supporters (*available outside Suite 105, 697 6<sup>th</sup> Street, Prescott*).

Copies of each of these are included in the Art Supporter Packet which was mailed to you. If needed, make copies of the Letter and Form. The Letter and Form are also on the Studio Tour website where they can be downloaded and printed (<http://prescottstudiotour.com/materials-for-tour-artists>). If you need additional rack cards or brochures contact Patty Lindsey (contact information below).

## 2. Review and become familiar with the options and benefits for Art Supporters:

- \$50 – individual listing. A person's name and/or business name.
- \$250 – quarter page ad (3-1/2" wide by 2" high, approximately the size of a business card)
- \$450 – half-page ad (3-1/2" wide by 3-3/4" high - vertical only)
- \$850 – full page ad (4-1/2" wide by 7-1/4" high – vertical only)
- Listing or ad appears in full-color in the Studio Tour brochure and on the Studio Tour website ([www.PrescottStudioTour.com](http://www.PrescottStudioTour.com)) advertising their business for 1 year.
- Brochure is mailed or distributed to over 10,000 art lovers throughout Arizona, many of them their customers.
- Brochure is available at all artists' studios and art centers during the Tour.
- Because of the beautiful artwork, the brochure is often saved for years.
- They will receive a full-color poster to display at their business and brochures to give to their customers.

## 3. Identify Art Supporters in the community of people you deal with on a regular basis, such as:

- Auto mechanic
- Hair stylist
- Nail tech
- Veterinarian
- Pet food store
- Accountant
- Doctor
- Dentist
- Personal trainer
- Chiropractor
- Massage Therapist
- Dog sitter
- Restaurant
- Friends & family
- Teachers

## 4. Visit each potential Art Supporter armed with:

- The items described under #1.
- Enthusiasm about the Tour and their support of it.

## 5. Ask for a listing or ad.

- Be sure to review the benefits of being an Art Supporter (*described under #2*).
- If they're undecided, give them a date when you'll check back (*1 or 2 weeks is usually good*).
- If they say yes, offer to pick up their completed form, listing or ad copy and payment. Many will take a couple of days to pull things together. Remind them the **deadline is Monday July 12, 2021**.
- If they say no, thank them for their time.

## 6. If you leave materials, check back to see if they've sent in their ad or listing or if they have questions. Some people need a gentle nudge.

**Questions??** Contact Patty Lindsey at [PattyLindsey@PrescottStudioTour.com](mailto:PattyLindsey@PrescottStudioTour.com) or 714-651-7648.