

# 2022 Answers to Questions About Art Supporters

## What Are Art Supporters

Art Supporters are individuals and businesses who advertise in the Studio Tour brochure and on the Tour website. Their ad or one-line listing appears in both places for one low price for one full year. **The deadline is Friday July 8.**

## Why Do We Need Art Supporters?

One of the biggest Tour expenses is for paid advertising which lets thousands of potential Tour visitors learn about the Tour. In addition to the Quad Cities, we advertise the Tour in the Sedona and Phoenix area media to entice more people to take the Tour and possibly visit your Tour Studio. The income from Art Supporters defrays a great portion of the cost of advertising. Without it, we may not be able to continue reaching Sedona and Phoenix art lovers or even possibly need to cut back on local advertising.

## Why Should an Individual or Business Be an Art Supporter?

To support the arts in the Quad Cities by providing financial assistance to the Tour which is a 501(c)(3) non-profit organization as well as promoting their business. Their one-line listing (\$50) or ad (from \$250 to \$850 depending on size) appears in 8,000 copies of a 48-page, full-color brochure which is distributed throughout Arizona and is often kept long after the Tour is over. In addition, the listing or ad appears on the Tour website for one year and contains a link to a website if one is provided.

## What Can You Do?

Approach the businesses and individuals you deal with on a regular basis – auto mechanic, hair stylist, accountant, restaurant, dentist, chiropractor, etc. Ask friends and family members. Consider taking a listing or ad yourself; \$50 for a listing is a very inexpensive way to advertise your art business.

Read *Artist's Checklist for Getting Art Supporters* to learn the easy steps to getting Art Supporters which is also available on the Tour website under **More / Materials for Tour Artists**.

Take these materials with you when you visit a potential Art Supporter:

- **Art Supporter Letter** – benefits, costs, and process to be an Art Supporter. Click on the link to download and print the letter.
- **Art Supporter Form** – the form an Art Supporter completes. Click on the link to download and print the form.
- The 2021 Studio Tour brochure – show potential Art Supporters the quality of the brochure. Copies are available in a plastic box outside the door of 697 6<sup>th</sup> St, Suite 105, Prescott.
- A Studio Tour Rack Card – a reminder of the Tour they can post. Copies are available in a plastic box outside the door of 697 6<sup>th</sup> St, Suite 105, Prescott.

The Letter and Form are also available on the Tour website under **More / Materials for Tour Artists**.

## Who Has Already Taken an Ad or Listing?

If you'd like to know if a business or individual is already an Art Supporter, contact me at [PattyLindsey@PrescottStudioTour.com](mailto:PattyLindsey@PrescottStudioTour.com) or 714-651-7648.

**Deadline for getting Art Supporters Is Friday July 8, 2022.**