

# 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 Form** which the Art Supporter needs to complete. Note, you may direct any potential Art Supporters to the Art Supporter page on Tour website to complete the form and make their payment online.
- **Ad Spec Sheet** which shows the different sizes of ads available.
- **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 is mailed in May. If needed, make copies of the Letter, Form and Ad Spec Sheet which are also on the Studio Tour website where they may be downloaded and printed (<http://prescottstudiotour.com/materials-for-tour-artists>).

## 2. Review the options available (costs are on the Art Supporter Form):

- **Individual listing.** A person's name and/or business name.
- **Business card size ad** horizontal or vertical (3-1/2" wide by 2" high or 2" wide by 3-1/2" high)
- **Quarter page-ad** vertical only (3-1/2" wide by 4-1/2" high)
- **Half-page ad** horizontal only (7-1/2" wide by 4-1/2" high)
- **Full page ad** (7-1/2" wide by 10" high)

## 3. Become familiar with the benefits for Art Supporters:

- Listing or ad appears in full color in the Studio Tour Guide and on the Studio Tour website ([www.PrescottStudioTour.com](http://www.PrescottStudioTour.com)) advertising their business for 1 year.
- Studio Tour Guide is mailed or distributed to over 10,000 art lovers throughout Arizona, many of them their customers.
- Studio Tour Guide is available at all artists' studios and art centers during the Tour.
- Because of the beautiful artwork, the Studio Tour Guide is often saved for years.

## 4. Identify Art Supporters among the 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

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

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

## 6. Ask for a listing or ad.

- Be sure to review the benefits of being an Art Supporter (*described under #3*).
- Remind them we are a 501(c)(3) non-profit charitable organization.
- 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 of the deadline.
- If they say no, thank them for their time.

## 7. 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.