

2017 Studio Tour Artist's Checklist 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.
- Copy of the 2016 Studio Tour brochure to show Art Supporters the quality of printing.
- 2017 Studio Tour bookmark to leave with Art Supporters.

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>). You may pick up additional 2016 brochures and 2017 bookmarks at Mountain Artists Gallery (228 N Alarcon, Prescott).

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 – small ad (3-1/2" wide by 2" high)
- \$450 – large ad (3-1/2" wide by 4" high or 4" wide by 3-1/2" high)
- Listing or ad appears in full-color in the multipage Studio Tour brochure and on the Studio Tour website (www.PrescottStudioTour.com) for 1 year.
- Brochure is mailed to over 5,000 art lovers throughout Arizona, many of them their customers.
- Brochure is distributed to an additional 10,000 locations throughout the Arizona.
- Brochure is available at 40 artists' studios and 4 art centers during the Tour.
- Because of the beautiful art work, 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:

- Art Supporter Letter
- Art Supporter Information Form (*be sure to place your contact information in the space provided at the bottom*).
- 2016 Studio Tour brochure so they can see ad/listing formats and quality of printing.
- 2017 Studio Tour bookmarks to leave with them.
- 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.
- 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 check. Many will take a couple of days to pull things together. Remind them the **deadline is Friday, June 16, 2017**.
- 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 or 928-636-4247 or 714-651-7648.