

2018 Hills of Erin Artisan's Event (working title) COMMITTEE Participation

Steering Committee - **members needed**

- Emailing info@hillsoferinstudiotour.com will reach all committee members

Treasurer - **MEMBER NEEDED**

- Look after receiving, depositing and writing cheques (with a co-signer)
- Keep tabs on state of finances
- Work closely with Sponsorship with creation of invoice and receipts of payments
- Create statements and forecasts when needed
- Investigate the availability of any grants from government or business benefiting the arts

Chair-Beth Campbell

- Facilitate meetings, create agendas
- Make sure all committee members are clear on what needs to be done
- Provide help for any committee member who needs it
- Send out thank you cards to sponsors
- Coordinate with committees
- Be the contact for last minute requests, information and contacts

Print/Media Promotion & Distribution -

Writer -- **Members Needed**

- Utilize artist's bios and personal input to write Press Releases, brochure introduction and special articles as needed by committees.

Arts and Tourism community coordinator- **Members Needed**

- Coordinate with Headwaters Tourism Assoc re advertising in their brochure & website
- Coordinate with Headwaters Arts re advertising in their brochure and website
- Research and utilize any free marketing opportunities with other art centres, local businesses, farmers markets & special interest groups

Newspaper/Print- **Members Needed**

- Work with Collateral design for free press releases and ad material for newspapers
- Research and utilize any free print marketing opportunities. i.e. Snap

Radio/TV - **Members Needed**

- Coordinate with Rogers & Erin Radio for artist interviews & sponsorship trade for ads
- Research and utilize any free marketing opportunities with other wider reaching radio and TV stations i.e. 680am

Brochure Distribution - **Members Needed**

- Develop a distribution plan and coordinate with the artists for maximum coverage and minimal duplication
- Coordinate distribution of brochures with large quantity distributors (Headwaters)
- Ensure supply of brochures to all artists, sponsors and host locations

Online Promotion

Website -- **Member Needed**

- Keep our website up to date and running smoothly
- Make sure the fees are paid yearly
- Format and post all artist bios and pictures to the site
- List and thank the sponsors of the tour

Social Media - - Members Needed

- Poll current artists for their in social media. Collect information from fellow artists and **post on viable social media i.e. Facebook, twitter, Pinterest and/or Instagram.**

Other Online Promotion Members Needed

- Research and utilize any free online marketing opportunities.

Signage - - Members Needed

- Collect and review existing signs (currently stored at Rob's house)
- Arrange artwork with collateral design team, printing & application of date & location dots
- Coordinate distribution and placement of large dated signage
- Distribute and coordinate placement of directional signs with artists
- Install directional signs during the week prior to the tour - enlist help

Sponsorship - - Members Needed

Create list of potential sponsors and make sure all are contacted

- Create forms for sponsor sign-up
- Enlist the help of willing artists to contact some sponsors and follow up on the results
- Make sure payment is received ON TIME - create a statement for those who require one
- Make sure artwork and/or information for ads is received ON TIME by the Print Coordinator
- Supply our Webmaster posts credit and thanks to our sponsors
- Investigate the availability of any grants from government or business benefiting the arts

Print Materials

Brochure Coordinator - - Members Needed

- Obtain print and art quotes from previous and prospective suppliers and present them to the steering committee.
- Coordinate with the printer/graphic artist re Brochures
- Arrange for artists to proof and sign off on their brochure content
- Proof overall brochure

Design Coordinator- - Members Needed

- Create artwork for date dots, posters, cards, ads facebook headers etc as required by the individual committees
- Coordinate printing and work with the distribution team to implement.