

## **Marketing your Studio: Boulder Open Studios Tour**

What to expect:

*All participating artists will receive:*

- 20+ 2018 OST catalogs
- 11x17 Official OST poster for your studio entrance
- Up to 8 yellow yard signs and stakes for daily
- 40-50 OST postcards (you can add your information to the back)

### **What do we expect from our artists?**

#### **In the lead up to the Open Studios event:**

- Send notices to your mailing list about your participation in the Tour
- Post on social media about your participation. Be sure to use #OST2018 in all your posts
- Visit your local shops and businesses and ask if you can leave some free catalogs or postcards
- Open Studios distributes to locations across Boulder, but some venues may have been left off our list, it's always worth checking, if we have left off a venue from our list please tell us so that our distribution list can be updated for the future.
- Send a press release to your local newspaper, a template can be downloaded from the Open Studios website on the OST Participants page
- Likewise, there is a copy of the Open Studios logo available to download from the participants page to use on any of your own produced publicity.

#### **At your studio:**

- Display your yellow signs during opening hours, directing the public to your studio
- Display your official OST poster and opening days on your studio door
- Have 5 – 10 spare catalogs on display next to your visitors book for those visitors who do not have one
- Make sure you promote the People's Choice award and encourage visitors to vote for their favorite artist.
- Promote other open studios in your area