



Marketing Outline

The following document outlines how The Center for the Arts will market your class, workshop, or gallery show. **Please read this carefully and sign at the bottom that you are aware of what we will provide.**

This is what definitely happens. Your class/show is:

- Uploaded to the GCB Community Online Calendar
- Printed in The Crested Butte News Community Calendar
- Included on the Center for the Arts website
- Included in Eblast Newsletters sent out to The Center's email list (which includes over 800 recipients)
- Included in The Crested Butte News and The Gunnison Country Times "Marquis Ad" at least two weeks ahead of the event. This is an ad paid for by The Center for the Arts and is guaranteed to run.
- Included in Center Stage in the Crested Butte News for 3 weeks (we submit Center Stage every week, without fail, however, we cannot guarantee the News will print it every week)
- The above Center Stage is also submitted to The Gunnison Country Times, The Shopper, CB TV, The Gunnison Tourism Association, The Crested Butte/Mt. Crested Butte Chamber of Commerce, and CBMR. WOW! (Again, while the information is submitted every week without fail, we cannot guarantee it will be printed every week)
- Included on the KBUT events calendar
- Marketed on Facebook. A Facebook "event" will be created for your class/show, and subsequent posts will be created within both The Center's and The Art Studio's pages advertising your class/show.
- When your class/show is confirmed by the given deadline before the start of a season (so you are in the original schedule and not added later), it will be included in the following print publications: The Arts Advisor Magazine (when in print), The Center for the Arts PO Box Brochure, The Crested Butte News Winter/Summer Guide, The Gunnison Tourism Association's Vacation Planner, and The Crested Butte Magazine Events Calendar.
- When in print, included in the Arts Advisor Weekly publication that is sent to local lodges, concierge services, hotel front desks, and CBMR to share with guests to our town.

These are extras that sometimes happen, but are not guaranteed:

- A poster with the Art Studio offerings for the month is created and hung up around town
- The Center for the Arts Marketing Director sometimes writes featured articles about classes, workshops, gallery shows, etc. for The Crested Butte News, The Gunnison Country Times, Regional newspaper, The Shopper, CB TV, The Gunnison Tourism Association, The Crested Butte/Mt. Crested Butte Chamber of Commerce, and CBMR. It is nice to be featured, but not guaranteed.
- Included in "Artistically Speaking," a pre-recorded PSA on KBUT which includes arts offerings valley wide
- Information about event/class/show communicated to relevant organizations (example: The Marketing Director emails our FREE Artist's Seminars to the entire AWE email list)

These are things you can do in addition to the above to help market your class/show on your own:

- Make further suggestions of relevant organizations to communicate information about event/class/show. (PLEASE do not make these contacts yourself. You must bring your suggestion to The Program Director for coordination with The Marketing Director)
- Facebook: This is one of the most important ways you can help market your class/show. Please share, like, and especially comment on already created posts. Go into the event created by The Center for your class/show, and post photos of your work, lesson plans for the class, share your excitement for the new supplies you just received,

etc. Additionally, go onto The Center's timeline and created your own posts for your class/show. **Please see the attached document outlining how to help with your Facebook campaign.

- Create your own posters for your class/show and hang them around town. Your poster must include The Center's and/or Art Studio's logo and contact information. Please email Melissa at melissaneuner@gmail.com to get this info and logo(s). ASLO, your poster must be approved by Melissa Mason BEFORE you print and hang it! Please email your poster to her at the email above for approval.
- Purchase your own paid ads or paid classifieds in the newspaper(s).
- **If you would like to have your show featured on our marquee in front of the building, you may inquire about availability. If the marquee is available, you may have your show information put on the marquee for an additional \$25 charge (which covers the staff time required to put the information up and take it down). This fee only guarantees your presence on the marquee on the day of your opening. It is possible, depending on other CFTA events that it could stay up longer, but not guaranteed.**

Please do NOT do any of the following:

- Contact any of news outlets yourself (KBUT, The Crested Butte News, The Gunnison Country Times, The Shopper, CB TV, The Gunnison Tourism Association, The Crested Butte/Mt. Crested Butte Chamber of Commerce, or CBMR)
- Submit your own articles or press releases to the newspapers
- Create your own Facebook event for your class/show. You may, however, duplicate and share the one already created by The Center.

Detach Here



I have read the Marketing Outline in its entirety and understand not only what The Center will provide, but also what it *may* provide as extra, and what I can and cannot do on my own if I choose.

Signature

Date

Printed Name