

SACRAMENTO artober 2014

FALL FOR THE ARTS
www.artobersac.com



“ARTOBER” A MONTH-LONG CELEBRATION OF THE ARTS IN SACRAMENTO

For the fourth year, October will become “ARTober” in Sacramento, a month-long celebration of the arts that puts a spotlight on the talent and creativity of artists throughout the region. As part of [National Arts & Humanities Month](#), the [Sacramento Metropolitan Arts Commission](#) (SMAC), [Sacramento365.com](#), and [For Arts Sake](#) (FAS) collaborate to bring attention to over 150 arts events taking place during the month of October.

Throughout the month of “ARTober” the public can experience and participate in arts events, performances, and free family activities including exhibitions, poetry slams, art festivals, concerts, musicals and plays. The website www.Artobersac.com is dedicated to the month long celebration and it includes up-to-date event listings and details [here](#). The public is encouraged to visit the site daily to find new arts experiences to participate in!

GET INVOLVED

We want you to join the month-long celebration of the arts by participating in ARTober! It’s easy and doesn’t cost anything to participate. Nonprofit and commercial arts organizations, artists, or anyone else that has an arts event in October can participate in ARTober by doing one or all of the following:

1. List your event on ARToberSac.com. This listing will automatically be linked to Sacramento365.com, which will provide a comprehensive calendar of all of the events during the month. In just one step, your event will be posted on the ARTober website as well as on Sacramento365.com.
2. Use the ARTober logo and/or the copy at the end of this document on your web site, event program, postcards or posters advertising your event, press releases, paid advertisements, or any printed materials. The copy can also be used for radio and television PSA and/or if you announce or introduce your program to a live audience. [Download logos here](#).
3. Share the conversation through your social media networks. Find us on:
Facebook- <https://www.facebook.com/ARToberSac>
Twitter- <https://twitter.com/ARToberSac>
Add the [hashtag](#) #artobersac to your posts, comments and tweets on Instagram, Facebook & Twitter. Let friends, fans and subscribers know you are collaborating to celebrate the arts this October and that they can find out more information by visiting the Artobersac.org website.
4. Provide your information to your Councilmember and other local organizations for use in their newsletters, please send an email with a short advertisement about your events and the district you

are located in to Anja at aaulenbacher@cityofsacramento.org. You can look up your District by entering your address here: <http://www.cityofsacramento.org/council/index.html>

5. Provide discount tickets to your events during Artober. A great way to promote the arts and gain new audiences.
6. Work with Sacramento365.com to promote your events and activities during the month of October. It's easy to do and cost effective. Contact Rachael Lankford at RLankford@cityofsacramento.org to get started.
7. Take advantage of discounted ad space in Sacramento News & Review and place an ad in the Artober insert. Look in the toolkit to see discount prices and ad deadlines.

With everyone working together, we can make a tremendous impact by raising the region's awareness of arts and culture. We hope to expand this event over time into a regional celebration -- bringing awareness and support to the arts while building audiences.

Please join us! It only takes a few minutes to download the logo, post your October activities and spread the word!

SAMPLE AD GRAPHIC AND COPY:



31 days, 150+ art experiences, go to www.ARTobersac.org

Celebrate the Sacramento art scene by participating in ARTober, a month-long celebration of the arts! In recognition of Arts and Humanities Month, our region will showcase hundreds of art and culture happenings taking place the month of October. For full schedules and event listings go to www.ARTobersac.org