Spotlight on a
Creative Commonwealth!

APRIL 27 - MAY 6, 2018
Produced by Boch Center
Presented by Highland Street Foundation
EXPANDING STATEWIDE IN SPRING 2018!

ARTWEEKMA.ORG
What makes an ArtWeek event special?

CONTENT IS EXPERIENTIAL
• Behind-the-scenes
• Hands-on
• Uniquely learning-based
• VIP Access
• Participatory

AFFORDABLE & ACCESSIBLE
• Free to $50

NOT REGULARLY AVAILABLE
ArtWeek Special Programs

Art of Food

Light Up the Night

ArtWeek on the Road

artweekma.org  #ArtweekMA
Become an ArtWeek Collaborator Community Catalyst, or a Media Partner!

Statewide, regional, and local levels

- Promote Call for Events (Nov-Feb)
- Promote Awareness & Community Engagement (March-May)
- Make Introductions (event hosts, networks, sponsors, etc.)
- Link to artweekma.org on web & digital assets
- Amplify marketing, promotions, and public relations efforts

Let’s brainstorm on how YOU can help support ArtWeek success!

artweekma.org  #ArtweekMA
Become an ArtWeek Host

• Add an ArtWeek ‘twist’ to a planned/existing event …
• OR think outside the box with something new!
• Use it to Preview the summer, Pilot a program, Test a partnership, or create a collaboration
• It’s FREE – no cost to be an ArtWeek host
• Events get their own web page and keep their revenues (if charging a fee)
• Be part of an innovative statewide community to raise awareness about our Creative Commonwealth!

artweekma.org   #ArtweekMA
ArtWeek Resources (FREE!)

- 13+ Event Inspiration sheets (by type)
- FAQ’s
- Event ‘coaching’ & brainstorming
- Speaker/Meeting potential
- Grant/proposal boilerplate
- Online toolkits (logo’s, social media templates, etc.)
- Visibility on artweekMA.org, digital assets, social media, etc.

... And more!

artweekma.org  #ArtweekMA
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 1, 2017</td>
<td>Applications Open (Rolling Review)</td>
</tr>
<tr>
<td>January 8, 2018</td>
<td>Early Bird Deadline</td>
</tr>
<tr>
<td>February 28</td>
<td>Final Application Deadline</td>
</tr>
<tr>
<td>April 2</td>
<td>Full Calendar Online</td>
</tr>
<tr>
<td>April 27-May 6</td>
<td>10 Days of ArtWeek!</td>
</tr>
</tbody>
</table>
Ideas? Questions?

Contact:
Sue Dahling Sullivan
Chief Strategic Officer/Boch Center
sdsullivan@bochcenter.org OR
artweek@bochcenter.org

APRIL 27 - MAY 6, 2018

Produced by Boch Center
Presented by Highland Street Foundation