

**2018  
NORTHEAST  
GEORGIA**

*a year round guide*



**WHERE TO GO FOR  
ART YEAR ROUND**



**ARTSTOUR.ORG**

## **Join the 2018 Northeast Georgia Arts Tour!**

*Registration Deadline: December 31, 2017    Membership runs: Jan. 1 - Dec. 31, 2018    Membership Cost is \$150*

Since its inception 14 years ago the Arts Tour has lured thousands of visitors from outside our area and enticed local residents to discover the wide variety of art available made by our regional artists.

We invite you to become a member of the Arts Tour where our goal is to work together to promote the arts, artists and those who support the arts in Northeast Georgia area.

Here's how it works:

- The Arts Tour features Art-based businesses and serves as a "Where to Go" guide for Art year-round (along with dining, lodging, wineries and performing arts options)
- Two highly promoted "Open House Weekends" will be held in 2018. The first event on June 8, 9, & 10 kicks off our summer season. The second event on November 9, 10, & 11 promotes Holiday sales.
- Art Tour weekends encourages special events at every location and throughout the entire weekend. (Fri. 1pm-5pm / Sat. 10am-5pm / Sun. 1pm-5pm)

### **Criteria for Member Business Participation**

In order that the quality of the tour lives up to the concept of highlighting Arts-based businesses and "demonstrating artists", member businesses must meet the following criteria:

- At least one half of business inventory must be handmade by regional artists
- Member businesses are to participate in both "Open House" weekends (June & November) with minimum hours as follows: Fri: 1PM – 5PM Sat: 10AM – 5PM Sun: 1PM- 5PM
- Member businesses are encouraged to have continuous demonstrating artists during the minimum open hours. This is a great opportunity to the showcase a range of art-in-the-making and/or offer an interactive art experience to visitors
- Member businesses must meet deadlines, providing timely and accurate information as it pertains to your business.

### **Member Business Benefits**

This is a tremendous value for a year round marketing program. Benefits include:

- **Numbered Map location and description** on the brochure to be distributed through our member businesses, Welcome Centers and high visibility/high traffic areas for both local residents and tourists
- **Numbered Website listing**, numbered tour map location and detailed information and link to your website on the tour website: **[www.ArtsTour.org](http://www.ArtsTour.org)**
- **Publicity** of your events and demonstrating artist schedule during the "Open House Weekends"
- **"Art Zone" sign** to direct visitors to your business during "Open House Weekends"
- **Promotional Tools** such as a logo, flyers, Newsletter, e-vites for use in your own promotion
- **Weekly Facebook postings** of your events year round on : **[facebook.com/NGAArtsTour](https://www.facebook.com/NGAArtsTour)**

### *Overall Arts Tours Marketing*

- *Brochure  
(4-Color/25K + Copies)*
- *Tour Signage*
- *Website Upkeep And Updating*
- *Flyer*
- *Public Relations Activities*
- *Paid Advertising  
(as financial resources allow)*