



GOLDEN Standard Marketing Package

- **Pepco Gallery Space:** Exhibit up to seven works of art to be shown in the gallery.
- **Golden Exhibition Catalog:** 4 full pages dedicated to the artist. Each artist receives two copies of the finished publication and \$25 for each additional copy.
- **Dedicated e-Commerce Web Page:** Includes artist's *GOLDEN* artwork, bio, artist statement, photo, and contact information, and artist website backlink if available.
- **Virtual Tear Sheets:** Artist's pages which were included in the exhibition catalog.
- **Digital Press Kit:** Personal press kit featuring artwork being exhibited (Adobe Spark.)
- **Video Clip:** Ten-second personalized intro/outro video clip.
- **Promotional Video:** Features all artists and their work in one 3-min video.
- **WLVS Radio Podcast Interview:** Each artist will have the opportunity to be interviewed by *Listen Vision Live* host Stephen Gregory. Shortly after the interview, you will get access to the video filmed in the studio, a YouTube link to share on your own social media. Viewership of this podcast is over 10,000 people.
- **DCTV Interview.** Art Impact International, Inc. is arranging membership to DCTV with access to television production of our own programming. Exhibiting artists for the GOLDEN show will be invited on our show where it is broadcast to over 300,000 viewers. DCTV is Washington DC's only television station devoted entirely to local programming created by and for DC and metropolitan area communities. We have access to state-of-the-art media facilities with distribution on Comcast, Verizon FiOS and RCN cable channels that also stream online. Video file can then be also used for artist's future promotion.

Art Impact™ International, Inc.

501(c)3 Non-Profit Corporation

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Nurturing Humanity Through Artists

- **Facebook Advertising:** Targeting art collectors, museum directors, corporate buyers, gallerists, art dealers. Guaranteed 100+ emails to add to your list of art enthusiasts.
- **Social Media Marketing:** Postings on Facebook, Twitter, Instagram, Snapchat, and *GOLDEN* EventBrite Guest List Email.
- **Press Releases:** Having each artist's name included in the article.
- **Opening Reception:** Artist's opportunity to mix, mingle, talk about the art and meet potential buyers, refreshments, live music.
- **Sponsor' and Collectors' Reception** (mix, mingle, refreshments, live music.)
- **Artist Career Development and Production Workshops (6)**
Topics: Video Production, Social Media Marketing, Effective Communication, Public Relations, Building Your Email List.
- **Artist Gallery Day** (a Scheduled day set aside for individual artists to have the opportunity to guide, speak, answer questions and really interact with the gallery's general public and invited friends.)
- **Community Activity Time:** We as a group of artists who want to make a difference will go out into the community and make a positive impact (i.e., educating the public on the truth about drugs by handing out free pamphlets.) The more you are involved with community service, the more favorably your work as an artist will be viewed by the public in general. A photographer will be present to document your activism and you can use these clips in other areas of your own personal career marketing.
- **Closing Reception:** 5-min artist talk, Artist's opportunity to mix, mingle and engage with potential buyers, enjoy refreshments and live music, silent auction sales opportunity.
- **Traveling Exhibitions After Pepco:** To local businesses we produce pop-up shows for scheduled employee appreciation day, with opportunities to sell the artwork to the participating business, or offer their employees bonus discounts. (Based on results from local Facebook advertisements.)
- **Solo Exhibition After Pepco:** Epps Gallery in Washington, DC (Pending)