



Benefits to Organizations Participating in the Monterey County Artists Open Studio Tour

- **Group Exhibition:** Organizations and artist collaboratives hold a group exhibition, with as many pieces of artwork by each member as is practical in your location.
 - **Artwork Sales:** The artwork in the exhibit can be sold.
 - **Meeting the Public:** Your members may be present during the weekend to meet the public and hand out their individual business cards and marketing pieces.
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- **Catalogs:** The organization will be noted in the catalog and on the map as a Tour location. We will print at least 50,000 of these; 36,000 are inserted in the Monterey County Weekly the week before the Tour, 10,000 in the Pine Cone, and the remaining 4,000 pieces are distributed to hotels, coffee shops, visitor centers, etc., to publicize the tour to the public.
 - **Postcards:** Postcards will be distributed to organizations to mail to their contacts to help them publicize the Tour. We also produce and distribute an electronic version of the postcard for your use.
 - **Tour Location Signs:** The Location Signs are 16" x 20". We distribute at least 6 of these to each organization, to be set out in front of your location, and at the corners of intersections, to guide people to your location.
 - **Tour Exhibition:** Organization will be invited to submit a sign to be included in the Tour Exhibition at the Walter Lee Avery Gallery at Seaside City Hall. We also invite and encourage representatives from participating organizations to attend the opening Gala.
 - **Promotion:** Organization's logo will appear in all electronic media promoting the Tour, on the Arts Habitat website and our Facebook page.
 - **Website Listing:** Participating organizations are listed on the Arts Habitat website, artshabitat.org, with links to their websites.

Arts Habitat connects and collaborates with artists and arts organizations in Monterey County to foster a dynamic, growing community, while leading the way to a thriving center for the arts at East Garrison. Our nonprofit, tax identification is number is 77-0461309

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