

## Vermont Festival of the Arts

### TO DO CHECKLIST

Remember – The Festival is primarily a Marketing Opportunity for you and your region. Start Small! Once you have taken an inventory of the arts and creative economy activities in your area and had a discussion with interested folks its time to get started:

1. Create multiple pathways for financial and creative participation. Events, advertising, sponsorships (see participation matrices).
2. Solicit events and activities for the Festival. Work with artists, arts organizations, community and non-profit organizations, churches, innkeepers, schools, the Chamber of Commerce, etc.
3. Put together Event committee to produce one anchor art event. Focus on your community and its artists.
4. Create and maintain a Festival Calendar. Make sure major events do not conflict and there is a good balance of activities.
5. Determine your primary marketing tool (program, newspaper insert, flyer etc.) Consider quality – full color and photographs are important for appealing to the public.

Simultaneously:

6. Solicit advertising. Find creative ways for businesses and community members to be involved, including in-kind donations.
7. Seek sponsorships for entire Festival and anchor event.
8. Decide if you need a fundraising event. If so, plan.

Get the word out:

9. Design and print primary marketing tool (Festival Program)
10. Distribute marketing piece – consider a large variety of locations, including state information centers along highways, chambers of commerce, inns & lodges, business, restaurants and stores. Publish program online for ease of access.
11. Create Festival Marketing Plan – include press releases, online calendars, paid advertising, editorial content including television and radio stories. Facebook/Twitter/Tumblr/website, additional marketing collateral including event posters.

Possible TO DO Calendar (based on August Festival):

January-March – Call to Artists, Seek Sponsorships, Sell Ads

April-May – Design of Festival Program and marketing collateral including posters, website and social media

June-July – distribution of Program, secure PR with radio, television and print, continue planning anchor event and fundraiser, recruit volunteer corps

August – Festival of the Arts – Have fun!

September – breathe, assess and evaluate

Year-Round – planning ahead, relationship building, applications for Top 10 Summer Event designations

Handouts Provided/Available:

Vermont Festival of the Arts Program  
TO DO Checklist  
Participation Matrix  
VAF Event Registration form  
VAF Program Ad form  
Preferred Lodging Program

Vermont Festival of the Arts Presenters:

Karen Nevin, Executive Director  
Valley Arts Foundation  
802-496-6682  
[karen@vermontartfest.com](mailto:karen@vermontartfest.com)  
[www.vermontartfest.com](http://www.vermontartfest.com)

Gary Eckhart, Board President  
Valley Arts Foundation  
802-583-2224  
[fineart@moosewalkstudios.com](mailto:fineart@moosewalkstudios.com)

Dotty Kyle, Board Member  
Valley Arts Foundation  
802-496-4789  
[westhill@madriver.com](mailto:westhill@madriver.com)