



ArtWalk

A downtown arts exhibit and festival that benefits the Bothwell Arts Center

Second Saturday in October, Downtown Livermore

www.ArtWalkLivermore.org

To view last year's website, see www.ArtWalkLivermore.org

2010 ArtWalk website will be available for viewing in mid-August



Final Deadline to Register - August 15, 2010, NO EXCEPTIONS

Summer 2010

Dear community business or merchant,

The 9th Annual ArtWalk is scheduled for Saturday, October 9, 2010. ArtWalk is a local tradition that is loved by your customers. It's an anticipated event, transforming downtown Livermore into an exciting visual arts district for the day.

Instead of lining the exhibit booths in the middle of the road, ArtWalk artists set up their exhibits inside and directly in front of downtown businesses, and right near your front door. Thousands of viewers stroll from store to store, creating a cross between an art exhibition and a festival, while providing unsurpassed exposure for the participating merchants and sponsors.

Your participation will bring customers through your doors, allowing the community to discover or rediscover a "new" place to shop, dine, or do business. It may be impossible to purchase advertising for so little that can produce so much.

Aside from promoting your business to the thousands of people who crowd the sidewalks during ArtWalk, you can double or triple your exposure as a sponsor by getting your name out to the general public, as well as letting everyone know that you were part of making this special day possible. Recognition opportunities include a high-traffic website, thousands of maps and postcards, posters, advertising, radio spots, etc. Please refer to the ArtWalk 2010 sponsorship packet attached to learn more about this **tax-deductible opportunity**.

This is our third year producing this signature event to benefit LVPAC's Bothwell Arts Center and the many artists, programs and arts groups that call it home. We are proud to be able to offer ArtWalk to the community again and hope you will join us. Registration forms are due by August 15th— please, no late applications this year. I'll be happy to answer any questions you may have.

Warmly,

Linda Ryan

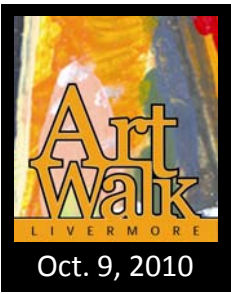
local artist, founder of ArtWalk through TVAG, manager of Bothwell Arts Center

P.S. ArtWalk boundaries this year are generally First St. from "L" to "Maple", with flow down L, K, J and South Livermore to Second Street, Carnegie Gallery, and Railroad Ave. We are offering a limited amount of exhibition booth spaces for businesses who wish to host an artist but are outside of the event perimeter – please contact me directly for information at info@artwalklivermore.org.



2466 8th Street, Livermore, CA 94550 • 925-447-ARTS • FAX 925-373-6097 • BothwellArtsCenter.org

a project of the Livermore Valley Performing Arts Center, a not-for-profit 501c3 organization



ArtWalk

A downtown arts exhibit and festival that benefits the Bothwell Arts Center
Second Saturday in October, Downtown Livermore
www.ArtWalkLivermore.org



Final Deadline to Register - August 15, 2010
LATE APPLICATIONS CANNOT BE ACCEPTED

ArtWalk 2010 Business/Merchant Registration Form

Please note, sponsorship opportunities are also available for maximum exposure and event support.

Business Information (this is for businesses residing in the ArtWalk perimeter):

Business / Merchant _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone(s) _____ E-mail Address (important) _____

Display and Requests: Describe the possible display area, approximate size, wall space or display fixtures you can provide, number of artists you can accommodate, etc.

Do you have a preferred artist(s) or type of work? Please specify. _____

How many ArtWalk posters _____ and/or postcards _____ would you be able to use? (please fill in quantities)

Permissions and Agreements: I agree to participate in ArtWalk Livermore 2010, and will provide display space for art on October 9, 2010. I will ensure that my business will remain open during the ArtWalk hours of 11-5:00 and will arrange set-up and take-down of the display directly with the artist(s) whose works will be featured at my location.. I understand that my business will take no commission from artists' sales.

Dated: _____ Signed: _____

Fees /Payment: **Standard Business Fee: \$95 (Due by August 15th—NO EXCEPTIONS)**

(please note that business fees are separate from sponsorships – thank you)

I am enclosing a check payable to LVPAC.

Please charge my: AMEX MasterCard VISA

Account # _____ Exp. Date _____ CVV/CVC _____

Cardholder Name _____ Signature _____

Please forward this entry form and payment to the Bothwell or by e-mail to info@artwalklivermore.org



2466 8th Street, Livermore, CA 94550 • 925-447-ARTS • FAX 925-373-6097 • BothwellArtsCenter.org

a project of the Livermore Valley Performing Arts Center, a not-for-profit 501c3 organization