

ART ~ WAVE

Promoting Your Artwave Exhibition

The Artwave team promotes the festival as a whole, with a website, social media accounts and brochure (20,000 copies printed).

We strongly recommend that you do additional promotion for your exhibition. Remember that you are in friendly competition with the other open houses to attract visitors.

Here are some tips to help:

- Start your publicity well in advance
- Remember that you will receive your copies of the brochure, Artwave posters and venue number when they are ready to collect
- If you have requested to have a free sponsored estate agent signboard then the estate agent will contact you directly.

Logos

- We ask that you maintain the official Artwave branding on all the promotion materials that you produce.
- The artists resources page has copies of the logos on it as files for Illustrator and Photoshop, and JPEGs and PNGs. Please follow the style guidelines provided.

Social Media

- Artwave will use Instagram and Facebook to promote the event as a whole – see notes below. Please make sure you follow these accounts.

- Please note that these are not monitored every day **please don't use these platforms to contact the Artwave team – contact Charlotte by email or or phone instead.**

Promotion Checklist

Here are ideas of how to promote your exhibition. They may not all be suitable for you, but it is here to help you plan:

Paid Adverts

Do you want to pay to advertise your exhibition in local publications? Which publications do you read? Why not contact them and find out how much an advert costs – remember that each publication will have their own submission deadlines. Please remember to include the Artwave logo on any adverts.

Artwave advertise the festival (as a whole) in the following: Artist Open Houses Brighton, Ingenuie, Seaford Scene, Newhaven Matters, Lewes District News, Visit Lewes Publications.

Posters

It's a great idea to produce a poster to advertise your venue. Locally our sponsors Le Bureau can print posters, or there are numerous national providers who you can buy from online. Please remember to include the Artwave logo. To cut costs maybe you could talk to other artists in your area about creating a flyer for a group of venues?

A5 or A4 are the most popular sizes to print. Once printed and you can ask local shops, homes, community notice boards etc. to put these up. Don't forget to take copies to the Lewes and Seaford Tourist Information Centre too.

Please remember when displaying posters and banners outside your venue or elsewhere in the area that you may need to obtain permission for a temporary advertisement from the local planning authority under

the Town & Country Planning (Control of Advertisements) Regulations 2007. Failure to obtain the appropriate permission may result in prosecution. For more information visit: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/326679.pdf>

(Class, 3 pages 14-16) or contact Lewes District Council Planning on 01273 471600 and check with them.

It is vital that you take down any posters after the event.

Flyers

It's also cheap and easy to produce a flyer to advertise your event. Locally our sponsors Le Bureau can print flyers, or there are numerous national providers who you can buy from online. Please remember to include the Artwave logo. You can work with others to produce a joint flyer.

Once printed you can then distribute these to local shops, cafes, pubs, schools etc. Don't forget to take copies to the Lewes and Seaford Tourist Information Centre too – as they will always help with promoting Artwave venues.

Listings

You can list your venue with local 'what's on' guides and specialist arts resources. Most of these listings are free of charge. Remember to mention you are open for Artwave Festival and include our website www.artwavefestival.org

Visit Lewes listings

You can list your exhibition for free with Visit Lewes:

<https://www.visitlewes.co.uk/information/submit-event>

Website / blog

Promote your Artwave exhibition on your website – for example include it on your home page and/or set up a specific page with all the details. Please link to our website www.artwavefestival.org and remember to

include the Artwave logo. You will also have a dedicated page on the Artwave website which you can share the link to.

Your Mailing List

Why not send a 'save the date' and/or invitations to your Artwave exhibition to everyone on your mailing list?

This can be done by email (there is lots of free email software available – for example Mailchimp www.mailchimp.com which we use to send all Artwave emails is free if you have under 1,000 subscribers) or a printed invitation / flyer. Locally our sponsors Le Bureau can print flyers, or there are numerous national providers who you can buy from online to print invitations. Please remember to include the Artwave logo.

You could mention other venues open near to you (and ask those venues to return the favour) this is a great way to cross promote your venue for free and expand your audience.

If you do not have a mailing list, you can work on building one at this year's Artwave. You could have a sign-up sheet, visitors book or tablet for people to enter their details to your mailing list.

Twitter

We no longer promote Artwave via Twitter.

Instagram

Promote your exhibition via your Instagram account (or set one up if you don't have one – it is free and easy to use)

Make sure that you and all of the artists taking part in your exhibition follow the Artwave account - [@artwavefestival](https://www.instagram.com/artwavefestival) and we will follow back in return.

We will also repost any stories that you tag with [@artwavefestival](https://www.instagram.com/artwavefestival).

Every venue will have a slide (as part of a carousel) dedicated to their exhibition.

When you post a picture please mention us [@artwavefestival](#) / #artwave2022

You can promote these hashtags (and your own details) at your venue and encourage people to reference this in their Instagram posts about their visit to your venue.

Facebook

Follow us on Facebook to see out latest news www.facebook.com/artwavefestival and we will follow back in return.

You can also set up your own Facebook event page / group to promote your venue.

Press releases

Do you have a story that will interest the local press? E.g. Is your venue unusual? Is this the first time you have exhibited? Has one of your artists recently taken part in a national show?

Write your own press release and send it to local publications, TV and radio. Please also share any press stories with the Artwave team via email, as we can mention it in our promotion and don't forget to include the following (cut and paste) in the **Notes to Editor Section** of your press release:

Artwave Festival

Artwave is the annual festival of artists and makers from Lewes, Seaford, Newhaven and surrounding villages. The festival showcase some of the very best creative talent from across the local area, and takes place this year over three weekends from 3rd to 18th September. The festival is open to all – from professionals to hobbyists, providing everyone with a platform to exhibit and sell. Enjoy over 150 open houses and studios,

showcasing a diverse range of work from quilt making to digital installations and everything in between.

Artwave is arranged by Visit Lewes for Lewes District Council with the support of many local businesses. For full details see

www.artwavefestival.org

For further information about Artwave please contact Charlotte Parsons on 07790 038061 or info@artwavefestival.org (not for publication)

Cross Promotion with other Artwave venues

Promote your exhibition via other venues and work together to encourage visitors to come to your part of the trail! You could do this by having posters / flyers of other venues on display at your venue, telling visitors about other venues, produce a poster / flyer for a group of venues near each other.

Spread the word

Tell all your friends, family, colleagues etc. that you will be open and ask them to share.

Arrange a private view

Artwave will NOT have a dedicated private view night this year – but why not arrange your own and invite people who have brought your work, friends, family etc.

Help with our distribution

We work with a national, specialist arts distribution company to distribute copies of the brochure across Sussex. However, every bit helps! So please help us by distributing copies of the brochure – contact us if you have time to help with this (N.B. you may want to talk

to other artists near you to see where they are going to take brochures to avoid duplication).

Promotion on the day

Make sure that it is easy for visitors to find you. You can put up directional posters, balloons etc. so that it is obvious to visitors that you are open to the public.

Use your Artwave exhibition to promote other aspects of your work

Are there other aspects of your work that you can promote to the people who visit your Artwave exhibition? e.g. Do you do commissions? Run workshops? Have you got any other exhibitions coming up? If so think about how you can promote these to your Artwave audience – perhaps by putting up an advertising poster or producing flyers etc.