

## Overview



SACRAMENTO IS AN **ARTS PARADISE**.

Sacramento's arts scene is a distinct blend of small town charm and urban sophistication. It wholeheartedly features musical theatre and music of every kind and is home to the oldest and yet most upscale art museum west of the Mississippi. Gallery life abounds, featuring the distinct ceramics traditions that evolved in the region as well characteristic (and uncharacteristic) Northern California visual arts. Road companies love the energy of our theatre patrons; tourists love the variety of our outdoor festivals. The region has an active calendar that blends the traditional, classical art forms with contemporary fare.

Grounded by nearly 30 museums, several symphonic music groups, a professional ballet company, an opera company, and over 125 theatre companies, Sacramento is alive with the arts. Sacramento is also home to more than a dozen cultural festivals, varied film festivals, a popular Second Saturday Art Walk, over fifty commercial art galleries, a strong poetry community and an award-winning public art program.

Sacramento has talent - and it's obvious in our theatres, murals, culinary offerings, literary readings, exhibits, local film making, and in the clubs and venues that host area musicians. And Sacramento is accessible. On any given day there is art everywhere, for everyone.

ARTOBER SACRAMENTO – A MONTH **HIGHLIGHTING** THE ARTS.

Come join Sacramento's art scene in October, as we celebrate the nation's Art and Humanities Month. "ARTOBER" features arts in the streets, on the stages, in the galleries, at the museums, and in our parks.....It's a great time to exercise your creative muscles every which way!

In October, 2011 arts organizations and arts partners will jointly showcase the best of Sacramento's regional arts. A major visibility campaign will invite visitors of all ages, backgrounds and interests to connect to Sacramento's arts to surrounding cities and states. A series of special programs will open and punctuate the month, reminding children, families, young professionals, tourists, and seniors that there's a creative opportunity for everyone here in our region.

Partners include Sacramento Convention and Visitors Bureau, For Arts' Sake, Sacramento Metropolitan Arts Commission, Downtown Sacramento Partnership, Midtown Business Association and the City Department of Convention, Culture and Leisure, among others. Current media partners include Sacramento Bee, Sacramento News & Review and Sacramento365.com. We welcome you to join the list!



## Participating In ARTOBER

You can participate as a host of events, performances, art exhibits, and special celebrations, both big and small. Here's how!

- **CREATE** Work with your team and outside artists to come up with a signature activity or artistic creation – mural, poster, meal, dessert, drink, musical performance, poetry slam, jingle contest, whatever. Anything goes!
- **PARTICIPATE** Go to events, present events, offer to host activities in your venue.
- **CELEBRATE** Tell everyone you know that you are involved in ARTOBER, and how you are involved. Use our script to connect your work with that of other ARTOBER partners.
- **COMMUNICATE** Tell ARTOBER staff what's going on. Provide information updates, send us photos, share success stories. E-mail or call us to help you make your ARTOBER signature event.
- **CALENDARS:** Enter your event(s) into the online calendar to be included in the master list at [www.ArtoberSac.org](http://www.ArtoberSac.org) powered by [www.Sacramento365.com](http://www.Sacramento365.com). For maximum exposure as an ARTOBER event add your info to these calendars as well.
  - Sacramento Bee [www.sacbee.com](http://www.sacbee.com)
  - Sacramento News and Review [www.newsreview.com](http://www.newsreview.com)
  - Community Calendars in your region.
  - News Channels Community Calendar
    - [www.kcra.com](http://www.kcra.com)
    - [www.news10.net](http://www.news10.net)
    - [www.fox40.com](http://www.fox40.com)
- **SOCIAL MEDIA:** Use ARTOBER as a chance to become a social wizard. ARTOBER is on Facebook and Twitter at #ArtoberSac. Join the on-line conversation to create a buzz. Retweet and make the conversation viral. Learn tips and shortcuts at ARTOBER's **Social Media Training Thursday, August 25th, 7 p.m. at The Urban Hive.**
- **BLOG:** Do you blog or know someone who does? Document what is happening in your part of the region during ARTOBER. Bloggers are effective in sharing information in their community. Send us your blogspot and we'll link!
- **MEDIA:** Connect with your local media and share that you are part of ARTOBER. Send e-mail to the Production/Editors desk with your ARTOBER event details. The media loves local information, and the better the news the better the community.
  - Include the 5 W's of Journalism: Who, What, When, Where and WHY? This will tell the media all the good information they need to know in the 5 bullet points. Make your information clear, concise, detailed, and approximately 3-4 sentences for each point. Include WHY you joined the ARTOBER campaign.
- **BRANDING:** Attached you will find the ARTOBER logo to use in your marketing. Please attach the logo to your events, so the public sees your connection to ARTOBER.
- **COLLABORATION:** Two heads are better than one! Partnerships between arts organizations/artists and business make everything better! Welcome artists or arts organizations into your venue or vice versa. For example, a realtor can invite a visual artist to display paintings or sculpture in an Open House. Little cost, lots of exposure!
- **PRINT:** Attached you will find a template for the ARTOBER postcards that you can create with your information. Feel free to make a postcard with your own creativity, because that's what makes every event special. Use the ARTOBER logo for the special recognition in your community.



## ARTOBER FAQ's (frequently asked questions)

**What is ARTOBER?** ARTOBER is Sacramento's signature month-long celebration of the arts and culture in the region. Taking place in October, ARTOBER is 31 days highlighting performances, shows, exhibits, festivals, workshops and cultural events from every part of the Sacramento region. Every person, business and organization is invited to participate. ARTOBER is art for everyone, everywhere, everyday in October.

**Why is ARTOBER in October?** October is National Arts and Humanities month. To coincide with the national celebration, Sacramento organizations have come together to show off Sacramento's tremendous creative talent.

**How did ARTOBER start?** *Art.OpenOctober* in 2010 established a month long celebration of Sacramento's arts with leadership from the Sacramento Convention & Visitors Bureau, Sacramento Metropolitan Arts Commission, Sacramento365.com, the City of Sacramento and Sacramento News and Review. There was an overwhelming welcome by the community to have a premier month in the arts. ARTOBER 2011 expands the celebration.

**How do people, organizations and businesses get involved?** It's easy. Anyone hosting arts and cultural activities can be listed. Visit [www.ArtoberSac.org](http://www.ArtoberSac.org) to log your information into the regional calendar. Be prepared with proper information to inform the public about your events. Please read the submission guidelines before you submit information.

**Who is involved in ARTOBER?** Everyone from arts organizations, musicians, artists, galleries, museums, business, restaurants, education resources, theatre and dance companies, city officials, county officials, town halls and organizations, plus many more are invited! ARTOBER will be successful because of a spirit of collaboration and cross-promotion.

**Where can I find a calendar of events happening where I live?** Visit the online calendar at [www.ArtoberSac.org](http://www.ArtoberSac.org) for complete and daily schedule of events and activities in your city or neighborhood.

**Are there any educational components?** YES! Arts is an education in itself- connecting children and lifelong learners to new ways of seeing the world and new techniques for engaging in the world. ARTOBER activities provide creative access to words, music, world affairs, cultural diversity, issues, emotions, and more as well as appreciation of history, culture, the ingenuity of human endeavors, and appreciation of the arts. Kids - and adults – will leave inspired and appreciative how arts matter.

**Will alcohol served at these events?** Every event is different. Some may serve adult beverages, and many will not. ARTOBER is a family friendly atmosphere that promotes a great experience through culturally enriching entertainment.

**Does everything cost money to participate?** No, many events are FREE. The World Music and Dance Festival is a FREE cultural arts family festival on October 2<sup>nd</sup> in Old Sacramento. Arts Open House on October 9<sup>th</sup> features an afternoon of free theatre performances at the Community Center Theatre with an interactive Art Fair in the lobby and spilling into the streets. Visit [www.ArtoberSac.org](http://www.ArtoberSac.org) for the list of activities fees and free activities.

**How can I help with ARTOBER?** Everyone can join the ARTOBER team by "liking" our Facebook page. Follow us on Twitter at ArttoberSac. Share our pages with friends. When you see ARTOBER events in the headlines, share your feedback with the media.



## Submission Guidelines for ArtoberSac.org and Sacramento365.com

ARTOBER and Sacramento365.com welcome all groups planning arts-related activities to submit listings that can become part ARTOBER 2011! ArtoberSac.org and Sacramento365.com reserve the right to edit and/or remove any and all listings. These guidelines present the general parameters by which information will be considered and accepted or rejected for submission to the websites; in all instances, the authority to make decisions based on specific circumstances belongs to Sacramento365.

- **Inclusiveness:** Sacramento 365 listings do not discriminate on the basis of the subject matter or artists involved, or for reasons of race, color, religion, sex, sexual orientation, national origin, age, disability or political point of view.
- **Responsibility:** Sacramento365 accepts event listings that use images and language up to what would be considered a "PG-13" level.
- **Tolerance:** Sacramento365 does not accept event listings that feature slurs, epithets or hateful comments.
- **Consideration:** Events listed on Sacramento365 are to be open to the public, non-exclusive, community-minded events where the focus lies within the community of Sacramento and adheres to these guidelines.
- **Location:** Events must take place in Sacramento region including Auburn, Rocklin, Roseville, Placerville, El Dorado Hills, Davis, Woodland, Gault, Elk Grove, and West Sacramento.
- **Lead Time:** Submitted events, once accepted and approved for posting, should post within 2-3 business days. Submit event listing minimum one week prior to scheduled event to allow for adequate visibility and promotion.
- **Public Events:** All events open to the public will be included in main calendar. Invitation/member-only events will added to special events or fundraisers page. Please note that events are Invitation/member-only.
- **Events Images:** Multiple images may be uploaded along with your event listing. Make sure the Primary Image is the one that you want to be displayed with the title of the event. Images must be in .JPG format ONLY, and no larger than 1 megabyte. Depending on the size of your image and connection speed to the Internet, the upload process may take up to several minutes - please be patient. Once received, your image will be formatted for display.
- **Pictures:** Adding a picture to your event listing is highly recommended. As a default, event listings with pictures are given more coverage and visibility throughout the site. Pictures also make the event page look more interesting! If you have problems uploading images, make sure you read the "Submission Guidelines" for size restrictions and format instructions. If you are still having problems, simply email your picture to [support@sacramento365.com](mailto:support@sacramento365.com).
- **Video:** If you would like to submit a video to be displayed with your event listing, email the embed code to [support@sacramento365.com](mailto:support@sacramento365.com)

Not sure how to list your event? [Click here](#) for a list of event types acceptable on Sacramento365.com.

**PLEASE NOTE:** Sacramento365.com reserves the right to edit graphic images and submissions for grammar, style, and accuracy. Questions? Email: [support@sacramento365.com](mailto:support@sacramento365.com).

**Thank you for supporting Sacramento arts.**

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## Talking points to help us all cross-promote ARTOBER activities

*Adapt this set of talking points when you are explaining your participation in ARTOBER to your stakeholders and your customers/audiences. This will ensure that we all provide a consistent message and celebrate on another.*

- We are proud to be a partner in ARTOBER - a month long celebration of the arts and culture in our region
- ARTOBER showcases how the Sacramento region connects people of all ages, backgrounds and interests to our local talent.
- ARTOBER shows how accessible art is to everyone everyday.
- ARTOBER events are all around. Some are free, some are fee-based. Some are family friendly. Some are of appeal to the child in all of us. Some are of special interest to young professionals. All the events celebrate imagination, creativity and the arts.
- ARTOBER celebrations are happening all over our region. Check out some day trips between here and one of the other counties that are part of our region.
- Patronize our ARTOBER partners. They are providing all kinds of activities – exhibitions, festivals, performances, fashion shows, food and drink, open houses, and more. Lots to do!
- For more information and the event details for ARTOBER visit [ArtoberSac.org](http://ArtoberSac.org) or [Sacramento365.org](http://Sacramento365.org)