

# FIRST FRIDAY ADVERTISING



## Listing and sponsorship

1/3 page ad

1/8 page ad

1/4 page ad

## FIRST FRIDAY VENUE PARTICIPATION

### CONDITIONS

- Venue information and sponsorship is due at the end of the first week of the new month for the following month. Contact: kirby@scica.org
- Each participating venue needs to provide some basic food and drink to First Friday audiences. It does not have to be fancy or expensive.
- Each participating venue will be provided signage that will be on display each First Friday.

### FEATURES

First Friday is a cooperative community event, organized by the Santa Cruz Institute of Contemporary Arts that provides a monthly marketing opportunity to local arts venues. Each month Santa Cruz opens it's doors to share the wealth of creativity that is Santa Cruz to both a local and Visiting audience.

### BENEFITS

- Monthly listing and logo in First Friday brochure - 1,000
- Monthly listing on First Friday Art Tour.com website
- Monthly listing on Downtown Association website
- First Friday Signage
- 2 min. PSA Television ads - Community TV
- 2 min. PSA Television ads - Comcast
- Monthly email alerts - 6,000
- Monthly listings on KUSP
- Monthly updates on KUSP
- Monthly newspaper ads - GoodTimes, Metro, etc.

Monthly Fee: \$50

### ADVERTISING - FIRST FRIDAY BROCHURE

Full Page \$300  
1/3 page - \$125  
1/4 page - \$85  
1/8 page - \$50

\* Venues need to provide a high quality digital image of their logo - mail to kirby@scica.org.

**LEVEE**  
 Kelly Mel, Sean Michael Jewell, Kate and Michael  
 New works.  
 Friday 1st, from 5pm - 9pm.

**WORLD WAVE MAGERY**  
 Kelly - 831-423-2847 - www.kellymel.com  
 Short - New works  
 Friday 1st, from 5pm - 9pm.

**F. CATHARIN F. STREET**  
 Art St. - 831-422-4852 - www.haskinski.com  
 World Wave Magery  
 Friday 1st, from 5pm - 9pm.

**ALPA GALLERY**  
 1st St. - 831-422-2854 - www.felipa.com  
 "Fred"  
 of Artists 1st annual exhibitor  
 Friday, May 1st, from 5pm - 9pm.

**CRUZ ARTS CENTER**  
 1st St. - 831-422-2877 - www.sccia.org  
 County's 54th Annual High School Show  
 Friday 1st, from 12 noon - 9pm.

**UNITY TV**  
 Ave. - 831-425-8848 - www.comunity.org  
 New Paintings  
 Friday 1st, from 5pm - 9pm.

**CENTER - 1001 Center Street**  
 Gallery  
 1001 Center Street - www.mintzi.com  
 by Neama Grossbard  
 Friday 1st, from 12 noon - 9pm.

**NET GRILL**  
 Friday with Happy Hour at the Center Street Grill

**III**  
 Street  
 Project and Goodwill collaborate on  
 art. Clothing made from recycled materials  
 Helen Crocetti, Sara Friedlander, Jara Laura,  
 Meyers, Diane Rich, Daniela Wood  
 Friday, May 1st, from 5pm - 9pm.

**THE A & THE PACIFIC BLUE INN**  
 16. Finley Coffee House @ The Mill  
 131 Front Street - www.finleycoffee.com  
 "Simon Yard"  
 Friday, May 1st, from 5pm - 9pm.

17. The Mill Gallery @ The Mill  
 131 Front Street - www.scica.org  
 "Geoffrey Nelson" A photographic Retrospective.  
 Reception: Friday, May 1st, from 5pm - 9pm.

**THE MESS SIDE**  
 18. The Abbey - Coffee, Art & Music Lounge  
 350 Mason Street - 831-429-1058 http://theabbeylounge.org  
 Claire Lemaire - Photography  
 Reception: Friday, May 1st, from 5pm - 9pm.



**@ Actors - Theatre**  
 INCORRUPTIBLE  
 by @ Actors Theatre  
 APRIL 17 - MAY 10

**Tatiana Gorbacheva**  
 at  
 Artisans Gallery  
 MAY



**More Than 240 Million Items Diverted From Landfill Since Our Beginning.**

**Reuse. Shop Goodwill.**  
 It's Just That Simple.

**GOODWILL**  
 Green Since 1902.

**COMMUNITY OF ARTISTS**  
 831-227-5971

**2009 Week of ICE CRUZ**  
 May 29th

**Le Atelier DE PEARL ALLEY**  
 Salon de Beauté

**Map:** Walnut Ave., Pacific Ave., Lincoln St., Cedar St., Pearl Alley

**Logos:** Santa Cruz County Bank, GoodTimes, Emily's, Studio 5 Art & Design, Santa Cruz Sentinel, Ross Graphics, SOWAT.TV, etc.

**WWW.FIRSTFRIDAYARTTOUR.COM**