2019 Event Facts & Demographics
Annual Fine Art Festival
Liberty Station | August 10 & 11, 2019
Celebrating 14 years, ArtWalk @ Liberty Station returns to the Liberty Station Arts District August 10 & 11, 2019! A juried show attracting artists from the US, Mexico, Australia, Asia and Europe, the festival offers art for the seasoned collector as well as the first-time buyer.

The FREE festival attracts over 30,000 affluent, well-educated attendees. A celebration of both visual and performing arts, the festival featured musical performances by some of San Diego’s top musicians.

In 2018, 110 volunteers pitched in for a total of 570 hours. California’s value of volunteer time is $24.75 per hour, which equates to $14,107.50 contributed.

ArtWalk @ Liberty Station contributes more than $750,000 to the local economy and helps support many local nonprofits including ArtReach, which takes visual art education into elementary schools that have no resources for art.
ARTWALK @ LIBERTY STATION
AUDIENCE DEMOGRAPHICS

56% Female Attendees
44% Male Attendees

$100k +
33% of attendees earn more than $100k annually

73%
Percentage of attendees with Bachelor’s degrees or higher

65%
Percentage of attendees age 37+

Highest level of education completed

- High School
- Some College
- Bachelors Degree
- Masters Degree
- PhD

Age
- Under 18
- 18-24
- 25-36
- 37-44
- 45-54
- 55+

Annual household income
- Less than $25k
- $26k - $45k
- $46k - $75k
- $76k - $99k
- $100k - $200k
- More than $200k
Public Relations

Our partners, Olive Creative Strategies, connect us with strategic media outlets including broadcast, print, online and social.

In addition to our extensive advertising campaign, our publicity program is unmatched in the realm of local art events.

The festival received tremendous coverage in 2018, and the results were the largest attendance ever. See full publicity report attached.

ArtWalk @ Liberty Station provides unsurpassed exposure through a variety of media outlets and marketing channels including but not limited to: TV, Radio, Local & National Print, Social Media, Blogs and more…

<table>
<thead>
<tr>
<th></th>
<th>Monthly Newsletter (subscriber list approximately 10K)</th>
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</thead>
<tbody>
<tr>
<td>Print Advertising</td>
<td>San Diego Union-Tribune x 4</td>
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<tr>
<td></td>
<td>San Diego Magazine - Full-page ad April issue</td>
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<tr>
<td></td>
<td>San Diego City Beat x2</td>
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<tr>
<td>Television Advertising</td>
<td>Numerous commercial spots</td>
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<tr>
<td>Radio Advertising</td>
<td>400 plus commercial spots on KPBS, and KFM-BFM</td>
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<tr>
<td>Postcards</td>
<td>20,000 - distributed throughout San Diego County</td>
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<tr>
<td>Posters</td>
<td>250 - distributed throughout San Diego County</td>
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<tr>
<td>Outdoor</td>
<td>Billboard at Liberty Station</td>
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<tr>
<td>Social Media</td>
<td>16,000 Facebook Fans</td>
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<td></td>
<td>8300 Twitter Followers / 2300 Instagram Followers</td>
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*The chart above is an overview of the types of advertising and publicity achievements that are typical of our festivals. Full media report available upon request.
FESTIVAL MARKETING

PRINT ADVERTISING
Ads in San Diego Magazine, Union Tribune, San Diego Home Garden Lifestyles and CityBeat are some of the print highlights. Banner ads in many online outlets.

2018 POSTER & POSTCARD
Distributed throughout San Diego County at numerous businesses

EVENT MAP
Attendees locate artists with the help of this printed map.
ArtReach, founded by the ArtWalk team, is a not-for-profit 501c3 organization that takes professional visual artists into elementary schools county-wide, to deliver high quality art education workshops at schools that have no art resources.

ArtWalk supports ArtReach at every event through fundraising projects, artist give-backs and sponsor generosity. Proceeds from the beer and wine pavilion also benefit ArtReach.

Sponsors may choose to incorporate an ArtReach component into a cause-marketing activation. Some examples include donations to ArtReach for new customer sign-ups, auto test drives, etc.

Our team will assist you in creating a custom incentive that supports ArtReach and also encourages new customers.
Only ArtWalk offers customized art-related activities with your sponsor package!

- Consider a raffle of original artwork for customers
- Have attendees create a work of art at your exhibit space
- Reward your top customers with an art class taught by a professional artist
- Have an art reception at your office
- Engage your employees through a volunteer project with our ArtReach art education program

Possibilities are endless for customized incentives/activities built around art and artists. Think of our team as your resource for art-related activities to help market you to your customers.

WE LOOK FORWARD TO YOUR ACTIVATION!

Please contact us:
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