2019 Event Facts & Demographics
Annual Fine Art Festival
Carlsbad, CA | September 21 & 22, 2019
ABOUT THE EVENT

Connecting Creative Communities
In 2018, the ArtWalk team finally fulfilled the wishes of attendees and artists to produce a North County fine arts festival, ArtWalk Carlsbad. 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.

Supporting Local Business and Nonprofits
The inaugural event attracted nearly 10,000 attendees over 2 days, contributing over $500,000 to the local economy, while also supporting local non-profit organizations involved in the art community. This festival is unique for our organization. It’s the only one of our three annual events that includes the ancient art of “street painting” on the asphalt. A celebration of both visual and performing arts, the festival featured musical performances by some of San Diego County’s top musicians and dance troupes.

Dedicated Volunteers
More than 100 volunteers donated 650 hours of their time to ensure the festival was a huge success and an enjoyable experience for everyone involved. Many ArtWalk volunteers return year after year because of the event’s friendly staff, organized event plan and fun atmosphere.
BRINGING CHALK ART TO CARLSBAD

In Italy in the 1600’s, artisans who had finished jobs in the great cathedrals often took to the piazza in front of the church, and drew reproductions of the paintings inside on the pavement. The public would throw coins at the artists as they worked, to show their appreciation. Many of the works were religious in nature, usually of the Madonna and child, thus the name “Madonnara” became the term used to describe these artists in Italy.

From the first US chalk art festival in 1986 to the present day, street painting has grown exponentially. The majority of the American “madonnari” now participating in this field were introduced to the art form through an annual festival at the Santa Barbara mission. Street painting has become a more sophisticated art form, and the artists who create these temporary masterpieces on asphalt love the performance art aspect, as they have an opportunity to interact with attendees as their artwork takes shape.

ArtWalk Carlsbad brings this amazing art form to our festival, featuring nearly 50 chalk artists from our region and
ARTWALK CARLSBAD
AUDIENCE DEMOGRAPHICS

**Age**
- Under 18: 2%
- 18-24: 17%
- 25-36: 14%
- 37-44: 19%
- 45-54: 19%
- 55+: 6%

**Gender**
- Female Attendees: 69%
- Male Attendees: 29%

**Income**
- Less than $25k: 31%
- $26k - $45k: 18%
- $46k - $75k: 20%
- $76k - $99k: 8%
- $100k - $200k: 5%
- More than $200k: 3%

- Over 50% of attendees earn more than $76k annually

**Education**
- High School: 8%
- Some College: 5%
- Bachelors Degree: 22%
- Masters Degree: 19%
- PhD: 48%

- Attendees with Bachelor’s degrees or higher: 75%
- Percentage of attendees age 37+: 55%
2018 PARTNERS
MEDIA REACH

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

ArtWalk Carlsbad 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...

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<th>Emails</th>
<th>Monthly Newsletter (subscriber list approximately 10K)</th>
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| Print Advertising | San Diego Union-Tribune x 4  
San Diego Magazine - Full-page ad April issue  
San Diego City Beat x2 |
| Television Advertising | Numerous commercial spots |
| Radio Advertising | 400 plus commercial spots on KPBS, and KFMBFM |
| Postcards | 30,000 - distributed throughout San Diego County |
| Posters | 400 - distributed throughout San Diego County |
| Outdoor | Roadside “kiosk” signage throughout the City of Carlsbad |
| Social Media | 18,000 Facebook Fans  
8,400 Twitter Followers / 3,300 Instagram Followers |

*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 and San Diego 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!

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