

Email sent 3.12.23

Artists,

We are now less than three weeks from the festival! I'm very excited to see you all and meet the newbies! Here's what's in this email:

- Final reminder - Rental equipment
- Parking information
- Marketing kit & tips
- Load-In Details
- Artist Reception

Tents, Tables and Chairs – This is a reminder – deadline to purchase rental equipment is this Wednesday, March 15. You can purchase the following items in Zapp:

- 10x10 White Canopy Tent with 4 sidewalls and tent weights - \$450
- Set of Sandbags (Weights) - \$100
- 6' Banquet Table - \$13
- 8' Banquet Table - \$13
- Folding Chair - \$5

Parking – Parking is always one of the biggest questions for the event. As downtown Tempe gets more developed, parking is an increasing challenge. You have many options for parking.

- ALL PARKING OPTIONS - A detailed list of parking options can be found [HERE](#). The majority of artists end up parking at a location they find on their own. Most locations charge a daily rate and you can get closer to your booth by finding a lot nearby.
- OUR COORDINATED PARKING LOT – We have one lot that we can offer to artists for a flat \$30 rate for the duration of the festival, Thursday evening through Sunday evening. This lot is a surface lot located about five-minutes (walking) from the northern entry of the festival. If you have an over-sided vehicle this might be your best option. You can purchase this parking in Zapp for \$30. More details [HERE](#).

Marketing – Use this [DOCUMENT](#) to get images, hashtags, logos for your own marketing. Also, our Marketing Director put together these tips for you:

- **Getting Started** - If you don't have an Instagram account here are instructions on how to [create an Instagram account](#).
- **Before the Festival**
 - Do you have past clients in the Arizona area? Do you have followers in the Arizona area? Post and/or create a story to let your followers know you will be at the Tempe Festival and encourage anyone in the area

during the festival to stop by. [Here are some social images from the TFA Marketing Kit](#) to get you started.

- Post photos of the art you will be showcasing/selling at the Festival. Be sure to tag us!
- Include hashtags that relate to your art and/or business name such as #handmaderings
- Re-share Festival related posts and stories from the @tempeartfestival and @downtowntempe accounts.
- Share [our Facebook event](#).
- Do you have a Facebook page for your business? Co-Host our Facebook event!

- **During the Festival**

- Share a picture(s) of you and your booth (in a post, story or reel).
- Share your booth#.
- Share your location.
- Include hashtags that relate to your art and business name such as #handmaderings and use event and local hashtags such as #tempefestivalofthearts, #tempez, #millave, and #tempeartfair.

Load In – All the details, times and locations for Load In are in [THIS DOCUMENT](#) and can always be found on our For Artists page. Access passes will be sent 10 days (ish) before the festival. Your specific load-in time will indicate when you get access. You are welcome to come any time after that, just not before. You are also welcome to load-in early Friday morning if you prefer. All vehicles must be off the grounds before 9am Friday morning.

The following will be hand delivered to your booth either Thursday or Friday morning:

- Name badge – credentials that get you into hospitality
- Booth Sign – this is a laminated sign (8.5 x 14) that has your name, booth number, category, city, state. It is up to you to attach it to your booth or display it somewhere on the edge of your booth. We also ask that you put your cell phone on the back of the booth sign in case we need to get a hold of you in the middle of the night
- Any refund – if applicable
- A refillable aluminum water bottle

Taxes – Reminder to get me your TPT if you haven't yet. I'll send final reminders this week to anyone whose license number is still missing. If you don't have a license at all, you can apply for one at: <https://www.aztaxes.gov/Home/Register>

Cancellation reminders – We have passed the first cancellation date. If something comes up, cancel by March 15 and receive a 50% refund. No refunds after March 16th.

New Artist? We held an informational meeting and had a great discussion with a handful of artists. HERE are the notes from that meeting if you want to go back and review them.

Artist Reception – We will hold a gathering at our offices, 1 W. Rio Salado (SW corner of Mill and Rio), immediately following the close of the festival on Saturday evening. This is when all award winners will be announced. There will be food and drinks and it's a great chance to mingle with fellow artists. We hope you will join us and this time it will be a dry event... with respect to weather, not beverages 😊

As always, if you need anything, text or call – 480.309.3235. This email, along with everything that we send you is always stored at <https://tempefestivalofthearts.com/the-art/forartists>

Warmly,

Kate

Kate@downtowntempe.com

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