



## OUR COMMITMENT TO ARTISTS, SPONSORS, AND VENDORS

For 26 years Sienna has hosted hundreds of memorable events of all types and sizes, from wine & food fests to family-focused fun, and behind every event is a marketing machine focused on creating awareness and driving traffic.



### Planned marketing tactics for the 2023 Sienna Art Festival & Home Tour include *but are not limited to*:

- |  |  |
|--|--|
| Billboard on FM 1092 @ 90A                   | Facebook Posts, Reels  |
| Billboard on Hwy 59                          | Facebook Event   |
| Billboard on Beltway 8 @ FB Toll Rd.         | Homepage Takeover  |
| NEW: Billboard on Loop 610 West/Galleria     | Instagram Posts, Stories   |
| Resident Newsletter Insert – Sep, Oct        | Publicity Releases   |
| 8'X10' Sienna Entrance Signage – 3 locations | Email – Sienna Prospects   |
| Event Blog                                   | Email – Paid 3rd Party   |
| Community Impact Print Ad                    | Resident Newsletter Blurb – Aug, Sep, Oct  |
| Community Impact – Digital Morning Brief     | 10'X12' On-site signage  |
| CultureMap E-blast – Database 28,000         | 13"X17" Tabletop Signage (POP) in 28 Models, Sawmill Lake Club, Club Sienna                        |
| CultureMap Social Media                      | Website Landing Page ( <a href="https://siennatx.com/art-festival">siennatx.com/art-festival</a> ) |
| EventBrite Ticket Portal                     |  |
| Electronic LED Signage in Sienna             |  |

Our commitment to artists, sponsors and vendor partners is marketing focused on event awareness, ticket sales and foot traffic. We also ask that you promote your participation via your network of customers and social media contacts. We'll happily provide logos and/or graphics.

Our artist application portal is ZAPApplication – preferred by artists nationwide. To access a ZAPApplication or to see sponsorship opportunities, please visit [siennatx.com/art-festival](https://siennatx.com/art-festival).

We hope to see you at the show!

2023 SIENNA ART FESTIVAL & HOME TOUR COMMITTEE