



FAYETTEVILLE ARTS FESTIVAL

Dear Business Owner,

The 2007 Fayetteville Arts Festival, held during the first two weekends of September, continues to expand its programming, reputation and reach. It is now one of the region's largest fine and performing arts festivals. As part of our regional marketing strategy, reaching almost 1.4 million people in four states, the festival is again producing the beautiful 4-color Artist Catalog. As the festival's signature print piece, the Artist Catalog offers a unique direct marketing opportunity to artists, art enthusiasts, and Northwest Arkansas visitors and residents.

Listing participating artists and the festival schedule, the Artist Catalog also includes information on the arts and cultural community of Northwest Arkansas. Prior to the festival, it is distributed to events, hotels, restaurants, galleries, bars, coffee houses and other businesses throughout the region. It is also distributed during both weekends of the festival – weekends that include University of Arkansas home football games.

2007 festival programming highlights include:

- ✓ A highly competitive show of juried art from around the country
- ✓ Public art projects and installation pieces from local and nationally acclaimed artists
- ✓ Concert series from the winner of the international Fulbright Concerto Competition for Pianists
- ✓ Fulbright College of Music faculty showcase
- ✓ Folk, jazz, blues and classical music
- ✓ 24-Hour Play Festival
- ✓ TheatreSquared's season opener, *The Mystery of Irma Vep*
- ✓ Arkansas Playwrights Workshop staged readings
- ✓ Theatre performances by Ceramic Cow Productions
- ✓ Theatre and performance educational workshops
- ✓ Street theater, comedy improvisation and cabarets
- ✓ Performances by Palillos!, Dance Coalition and others
- ✓ Readings from local, regional and national acclaimed authors and poets
- ✓ Bookmaking and writing workshops
- ✓ Multi-media installations

Please consider advertising in the 2007 Fayetteville Arts Festival Artist Catalog. It is a great way to support the arts in Northwest Arkansas, while directly getting your company name in front of thousands of potential customers.

Sincerely,
Daniel Hintz
Executive Director
Fayetteville Downtown Partners



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