

# *2022 Austin Studio Tour at Circle C*

This free event is open to the public on November 5, 6, 12, and 13 at the Circle C Community Center at 7817 La Crosse Ave. Unlike almost any other tour destination, it features 23 local artists, food, and drinks all four days. The following benefits are available to food / drink sponsors.

## **Food / Drinks Sponsor**

- Targeted mailers to 8000 homes in Circle C and surrounding areas
- Individual postcards (1000+) mailed to art followers all over Austin
- Articles in Circle C HOA newsletter and Circle C Friends and Neighbors magazine
- Austin American Statesman or Austin Chronicle potential Op-Ed piece
- Paid promotion, target ads on Facebook
- Boosted Facebook post about your business
- Gratitude included on almost every single social media post on Facebook and Instagram
- Mention in email marketing to target customers and in artist subscribers email newsletters
- Targeted fliers (about 500) posted at local businesses and Circle C mailboxes
- Strategically placed logo on day-of-event banner and strategically placed event tables
- Posting on online event websites like Do512, Austin 360, Free Fun in Austin, Eventbrite, etc.

**Contact Chad Goldwasser at 512-750-8333 or Meena Matai at [info@meenamatai.com](mailto:info@meenamatai.com)**

# *2022 Austin Studio Tour at Circle C*

This event was a huge success for sponsors, artists, Circle C Community residents, and art supporters at our inaugural event last year. Check below for notable achievements, sponsor benefits, and pictures.

## **2021 Event Achievements**

- Austin Chronicle's Top 5 in WEST in Austin Studio Tour:  
<https://www.austinchronicle.com/arts/2021-11-05/five-things-to-appreciate-on-the-west-austin-studio-tour/>
- Top 20 in When Where What Austin
- Attendance close to 2000 people over 4 days
- Lots of free press in local newspapers, newsletters, targeted mailers, and postcards
- Free snacks, drinks, and alcohol served thanks to our sponsors
- Food trucks to help attract more people
- Convenient location within the Circle C community with plenty of free parking
- Reports by multiple sponsors of new business and clients gained via our event

## **2021 Event Pictures**

<https://photos.app.goo.gl/nq12DH3kKbuUcSeZ9>

**Contact Chad Goldwasser at 512-750-8333 or Meena Matai at [info@meenamatai.com](mailto:info@meenamatai.com)**