Promotional Ideas
Updated for the 2018 Nature Arts Festival

*Greetings, Nature Artists! Please consider the following suggestions*

*to attract more visitors to your booth at the festival.*

**Website Promotion:**

List **Nature Arts Festival** details on your website.

**Email Invitation:**

Forward **Nature Arts Festival** details to customers via email.
(Contact Contact Sandy Ward, marketing coordinator, at sward@geaugaparkdistrict.org if you’d like access to an email-friendly promotional graphic.)

**Social Networking:**

Mention your participation in the **Nature Arts Festival** on Twitter or Facebook*.*

Share the event page (http://bit.ly/2GCZHFp) to invite all your friends!

**Promo Cards:**

Display **Nature Arts Festival** cards at shows where you are participating, or place them in purchase bags or client mailings. (Twenty-five cards have been included in your confirmation packet; contact Teresa Runion, special events coordinator, at trunion@geaugaparkdistrict.org or 440-279-0882 if you’d like more mailed to you.)

**Guestbook:**

Provide a journal or notebook at your booth to record contact information

(including email addresses) of interested clients so you can invite them to your

**Nature Arts Festival** booth next year.

**Press Releases:**

Send information about yourself, your artwork and your participation in the **Nature Arts Festival** to local media sources, which are often looking for a “personalized hook” for stories and would welcome information from you. (Contact Sandy Ward, marketing coordinator, at sward@geaugaparkdistrict.org if you’d like access to a press release template and media source list.)

**Phone Interview:**

Contact Sandy Ward, marketing coordinator, at sward@geaugaparkdistrict.org if you’d be willing to do a telephone interview to promote the **Nature Arts Festival** via local newspaper or radio.