

*17th Annual*

**ROSLINDALE**

**OPEN**

**STUDIOS**

**Saturday & Sunday,  
October 21 & 22, 2023**

**2023 Sponsor Kit**

Ad Reservation & Art Deadline: July 29, 2023

# About Roslindale Open Studios

Roslindale Open Studios is a family friendly event. Artists from Roslindale and beyond show and sell paintings, jewelry, pottery, textiles, photography, mixed-media, and more.

Visitors are invited to group sites, artists' home studios, and participating businesses. Scheduled events include children's art activities, live music, home studio bingo, and a bike tour.

ROS is a unique event that brings together artists, residents, and visitors, building a diverse, cultured community.



**UPCOMING OPEN STUDIOS**  
October 21 & 22, 2023  
11am-5pm

## PLANNING COMMITTEE

Kasey Davis Appleman

Tina Cincotti

Mark Eclipse

Amy Joyce

Gary Koeppel

Victoria Lane

Chris Lang

Jodi Schmidt

PO Box 241  
Roslindale, MA 02131  
[sponsorship@roslindaleopenstudios.org](mailto:sponsorship@roslindaleopenstudios.org)  
[www.roslindaleopenstudios.org](http://www.roslindaleopenstudios.org)

*Roslindale Open Studios is a  
Massachusetts charitable corporation  
with non-profit 501c3 status.*

# Advertising Opportunities

RESERVATION & ART DEADLINE

July 29, 2023

## Friend - \$75

- 1/10 page color advertisement in brochure
- Business listing on ROS Brochure Map

## Patron - \$150

- 1/5 page color advertisement in brochure
- Business listing on ROS Brochure Map

## Supporter - \$300

- 2/5 page color advertisement in brochure
- Social media announcement of your sponsorship
- Business listing on ROS Brochure Map

## Benefactor - \$475

- 3/5 page color advertisement in brochure
- Social media announcement of your sponsorship
- Business name featured on our website
- Business listing on ROS Brochure Map

## Major - \$800

- Full page color advertisement in brochure
- Social media announcement of your sponsorship
- Business name featured on our website
- Business listing on ROS Brochure Map

## Presenting Sponsor - \$1,000

*(only 1 available)*

- Full page color advertisement on inside front cover of brochure
- Logo on postcards, posters
- Social media announcement of your sponsorship
- Business logo featured on our website
- Business listing on ROS Brochure Map

## Headlining Sponsor - \$1,500

*(only 1 available)*

- Full page color advertisement on back cover of brochure
- Logo on signage at band performance
- Logo on postcards, posters
- Social media announcement of your sponsorship
- Business logo featured on our website and in electronic event communications sent via MailChimp
- Business listing on ROS Brochure Map




**BLICK**  
art materials

PROUD TO SUPPORT  
**Roslindale Open Studios**

FOR ALL YOUR ART SUPPLY NEEDS,  
SHOP OUR BOSTON-AREA STORES!

**BOSTON FENWAY**  
401 Park Drive, Suite 109 (Next to Regal Cinemas) 617-247-3322

**CAMBRIDGE**  
619 Massachusetts Ave. (Central Square) 617-441-6360

CONNECT WITH US ONLINE! 




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617-325-0002 • www.centrecuts.com



**Joanne Rossman**  
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6 Birch Street, Roslindale • 617-323-4301  
JoanneRossman.com

Fornax is a Proud Supporter  
of the Arts in Roslindale

We wish the best to all the artists  
exhibiting at Roslindale Open Studios

**BREAD  
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COMPANY**  
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Breads, Pastries, Soups and Sandwiches

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Shop at Boston's longest running Thrift Shop & help support  
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Established in 1926  
33 Corinth Street • Roslindale Village • 617-325-5300  
www.thriftshopofboston.org • info@thriftshopofboston.org

Examples of previous sponsor ads in the ROS brochure

To place an ad, visit our website at:  
**www.roslindaleopenstudios.org.**

For sponsorship questions, please contact us  
at [sponsorship@roslindaleopenstudios.org](mailto:sponsorship@roslindaleopenstudios.org)

# Advertising Specifications

Full Page Ad:  
7.5"w x 10"h  
\$800

3/5 Page Ad:  
7.5"w x 5.96"h  
\$475

2/5 Horizontal Page Ad:  
7.5"w x 3.94"h  
\$300

2/5 Vertical  
Page Ad:  
3.7"w x 7.98"h  
\$300

1/5 Page Ad:  
3.7"w x 3.94"h  
\$150

1/10 Page Ad:  
3.7"w x 1.92"h  
\$75

*(Not shown at full scale)*

## ART DEADLINES

Print-ready art due: July 29, 2023

## ART REQUIREMENTS

- All ad submissions must be sent in a high resolution PDF or JPG format.
- 300 DPI / CMYK at full size
- No files with PMS colors will be accepted

**To place an ad, visit our website at:  
[www.rosindaleopenstudios.org](http://www.rosindaleopenstudios.org).**

For sponsorship questions, please contact us at [sponsorship@rosindaleopenstudios.org](mailto:sponsorship@rosindaleopenstudios.org)

# Where We Advertise

## EVENT PROMOTION

Roslindale Open Studios' marketing campaign reaches over 300,000 people!

## NEWSPAPERS & MAGAZINES

Roslindale Open Studios places articles in local news publications.

## PRINT MEDIA

Roslindale Open Studios prints and distributes 5,000 beautifully designed, full color brochures that feature each participating artist and our sponsors' advertising. We also distribute 5,000 postcards throughout Roslindale, Jamaica Plain, Roxbury, Cambridge, Needham, the South End, West Roxbury, Hyde Park, Dedham, Mattapan, Brookline, Somerville, and Newton. Artists send out personal invitations as well.

## ELECTRONIC MEDIA

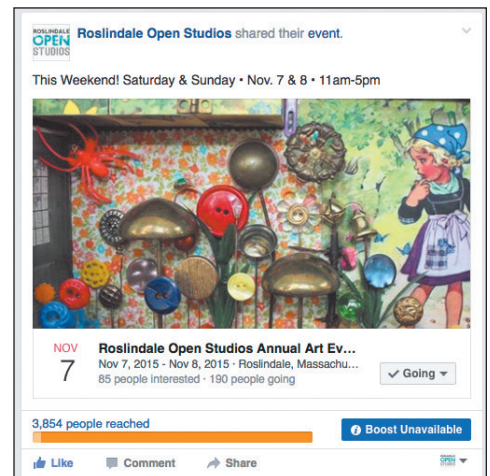
Roslindale Open Studios promotes the event through a comprehensive website and monthly email newsletters to over 1,200 contacts. We also promote on social media through Facebook, Twitter, and Instagram.

## COMMUNITY

Roslindale Open Studios promotes in the Roslindale community by displaying at the Roslindale Farmers' Market and at other community events, and by placing extensive signage before and during the event.



*Jamaica Plain Gazette Ad*



*Facebook Ad*



*Promotional Koozies handed out at the Farmers' Market*

# Testimonials

**“It’s about seeing inspired art and unique crafts;** but more than that, ROS is for me a huge source of community pride and connectivity. On ROS weekend, I am reminded of the wealth of kind, talented, generous people who live here, and I carry this with me throughout the year.”

— Linda Burnett, Realtor®

**“Roslindale Open Studios is a great community building event.** Every year it amazes me at the level of participation not only by the array of amazing and talented artists, but also by the amount of community support that it generates. The weekend of ROS draws people from all neighborhoods of Boston and surrounding communities. It is wonderful to see so many people gather in this great neighborhood and enjoying our beautiful city. The arts bring beauty and joy and we need more events like ROS.”

—Tim McCarthy  
City Councilor  
District 5

**“Roslindale Open Studios has served as a way to bring together artists from all disciplines** and provide a vehicle for that art to be shared with the great people of this corner of Boston. On two past occasions the Roslindale Community Center has served as a stop-off point as a pop-up gallery during the annual Open Studios event, and specifically for kids’ art. The opportunity to network with like-minded people allowed us to connect with the Eliot School for the Arts and they are now with us on a regular basis teaching the kids in our after school program many diverse things. Had it not been for Roslindale Open Studios, that may never have happened.”

—Dennis Kirkpatrick, Board President  
Roslindale Community School Council, Inc  
At the Roslindale Community Center

**“Roslindale Open Studios allows all of us to experience the cultural diversity that truly defines Roslindale.** Every year I look forward to the fall weekend when I can walk from venue to venue to enjoy the extraordinary work of the extremely talented artists in the community. ”

—Elaine Buckley, Senior Vice President  
The Cooperative Bank

**“I open up Birch St. House & Garden to Roslindale Open Studio artists** every year for many reasons. It’s important to support local artists. It’s important to bring artwork to everyone. Art shouldn’t just live in a museum or gallery. It should live in our homes, offices and schools. As a business owner, I also support ROS and welcome artists into my store because the Open Studio weekend draws many more people into Roslindale Village than a on a normal weekend. It’s an opportunity to welcome new customers into my store.”

—Elizabeth Swanson  
Birch St. House & Garden

**“I was also so impressed by the quality of the art I saw, and had a great time talking with many friendly artists.** I had a chance to go through the group sites and a couple of the locations in the square with my daughter on Sunday. It’s only at a local art show like this that you can run across paintings and photos of your street and neighborhood, and even your neighbors! It helps to spread the idea that art can come from anywhere, relate to anything, and be accessible to all, which I really believe. Thanks for all the hard work of the planning committee and artists! I know how much work everyone puts in and it really showed. Looking forward to next year!”

—Daniel M. Flannery  
Balanced Rock Investment Advisors

# Roslindale Open Studios

## HOST AN ARTIST IN YOUR BUSINESS

Business studio locations add diversity to Roslindale Open Studios, while gaining increased exposure for both artist and local business. Several local businesses host one or more artists annually, and we welcome more business studios each year.

All businesses are responsible for finding their own artists. Each individual artist showing must complete an application in order to be featured in our marketing materials and to be listed on our Roslindale Open Studios map.

Interested in hosting one or more artists? Contact: [info@roslindaleopenstudios.org](mailto:info@roslindaleopenstudios.org)



Sophia's Grotto



Joanne Rossman



The Square Root



Birch St. House & Garden