

The logo for artoberVA, featuring the text "artoberVA" in a white, lowercase, sans-serif font. The text is set against a black, irregular, torn-paper-like shape that is centered within a white rectangular area. The background of the entire slide is a vibrant, abstract pattern of overlapping geometric shapes in shades of blue, teal, yellow, and orange.

artoberVA

# 2019 TOOLKIT

artoberVA is proudly presented by



[@artoberVA](#) • [#artoberVA](#)

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# What is artoberVA?

**artoberVA** is a month-long celebration of arts and culture in Richmond and the Tri-Cities area every October.



Every October, **CultureWorks** presents **artoberVA** to promote events, pop-ups, exhibits, science, history, collaborations, and any arts or cultural experience happening in the Richmond & Tri-Cities area during the entire month.



CultureWorks is an organization that serves the Richmond and Tri-Cities region to drive a vibrant community by inspiring, enabling and cultivating world-class arts and culture.



# Focus Areas



## Pop-ups

Free, accessible, spontaneous, temporary culture & arts experiences in high-traffic areas are not only fun, they draw new audiences from the general public and increase your visibility.



## Family-Friendly

The family that engages in arts & culture experiences together are richer for it! Teaching our children to enjoy arts and culture is an important step in creating future audiences.



## Collaborations

Cross-pollination between different disciplines in art, culture, and local business, strengthens our entire community and exposes your work to new audiences.



## New Locations

Inclusive culture & arts experiences that provide interactive opportunities in areas that are often underserved are an important way to connect with all populations in Richmond and the Tri-Cities area.

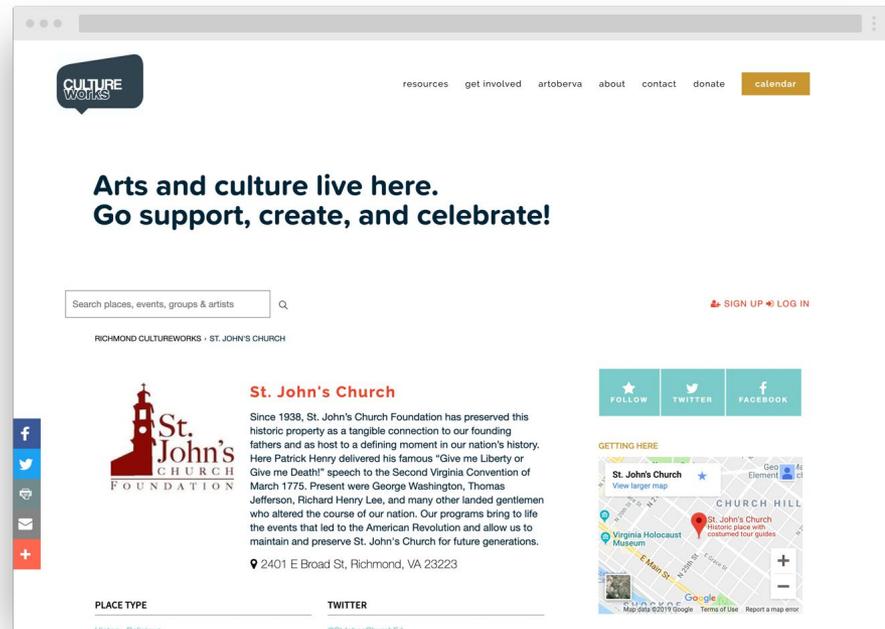
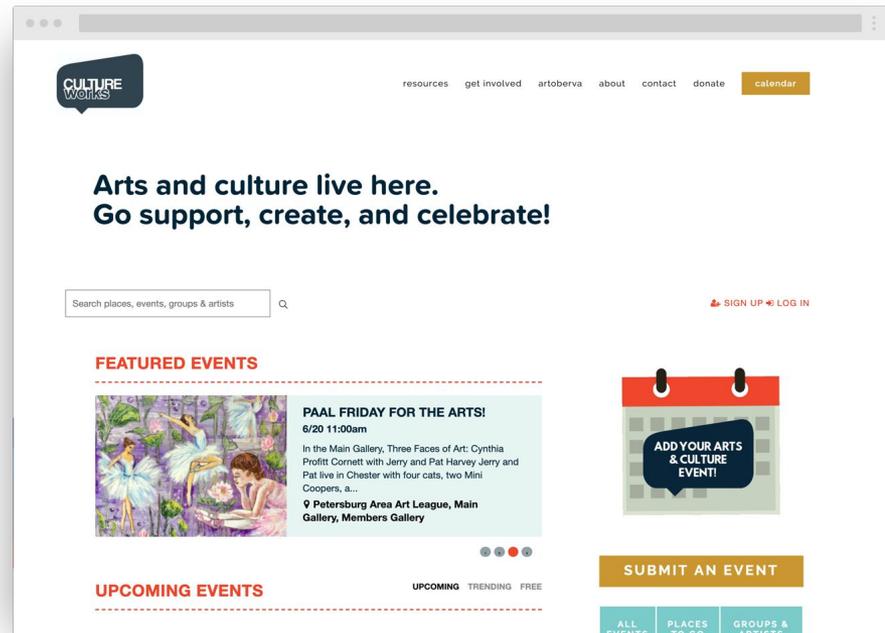
Looking to collaborate or schedule a pop-up event? Contact Erin Frye – [erin@richmondcultureworks.org](mailto:erin@richmondcultureworks.org)

# Add your event to the calendar

Including your event in the artoberVA calendar will **attract new attendees and raise awareness** for your offerings during the month of October!

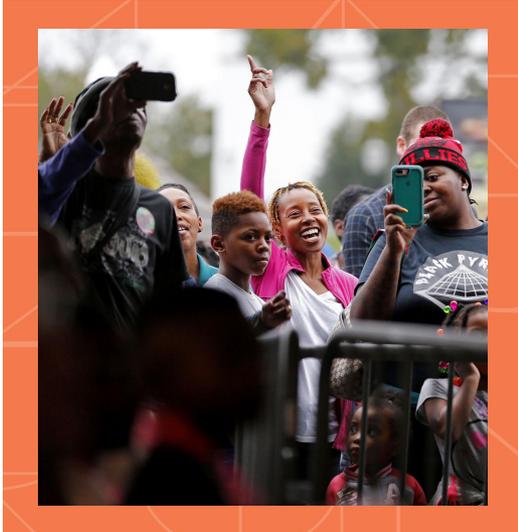
1. **Add your event details** – time, place, region, type, cost, audience, etc.
2. **Customize your profile page** – add your logo, photos, contact info, website, and more.
3. **Share a link to your event** – encourage your followers to show their interest on the calendar!

**Need support? Contact Mary Clay Watt:**  
mary.clay@richmondcultureworks.org



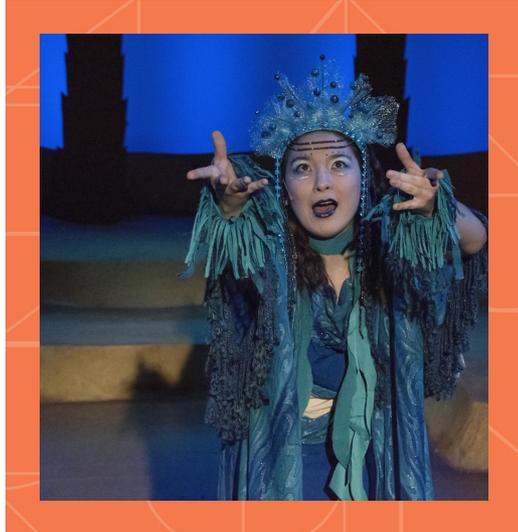
# Use tags to build community

*Social media got you feeling overwhelmed? [Click here for our free social media guide!](#)*



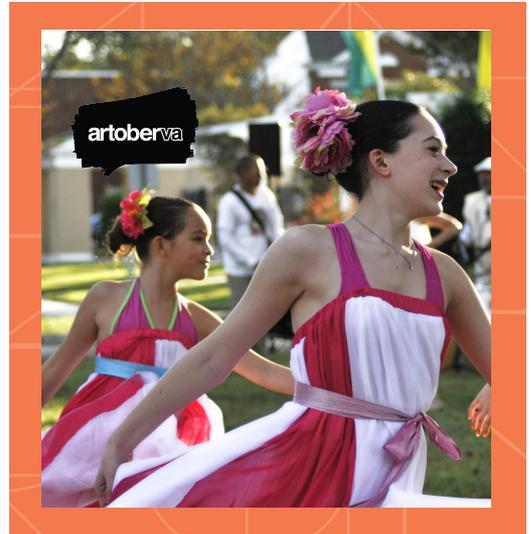
## Tag us so we can share!

Be sure to tag **@artoberVA** leading up to and during October. This will help folks to find your posts and inspire a ground-swell of arts and culture enthusiasm inspired by our creative community. Tagging helps us share!



## Use the #artoberva Hashtag

Include **#artoberVA** in your post to let the community know that you're participating in this month-long celebration! It helps folks find your posts and it makes it easier for us to share your work on our platforms!



## Add the artoberVA logo

Let the community know you are part of the artoberVA movement by [adding our logo](#) to your social shares, posters, programs, or anything you can dream up. We have all types of file formats to make it even easier.

# Become a Champion Partner

Does your organization want to be more deeply involved in a partnership? Join us as a **Champion of artoberVA** and get promoted by our team!

## Champions of artoberVA can...

- ❑ Stencil and create a selfie/boomerang/short video in front of your organization's building or in another creative location
- ❑ Create a promo video of your own for artoberVA 2019
- ❑ Share two or more [artoberVA promo posts](#) on your organization's social media pages during October (CultureWorks can provide content!)
- ❑ Add the [artoberVA logo](#) to your organization's website or collateral during the month of October
- ❑ Host a coloring party using artoberVA's coloring sheet

**Need help brainstorming? We're here for you!**  
Contact Erin Frye! [erin@richmondcultureworks.org](mailto:erin@richmondcultureworks.org)

A woman with blonde hair, wearing a yellow t-shirt and a black jacket, is stenciling a colorful design on a wall. She is holding a spray can and is in the process of applying the paint. The background shows a building and trees.

**Be the  
first to  
stencil  
your  
building!**

**Call to Schedule**

Ask for Erin Frye  
804-340-5280 ext. 3

# Become an artoberVA Influencer

Are you a social media influencer who wants to be part of the promotion and elevation of artoberVA? Join us!

## High Dive

- ❑ Provide three "Celebrity Picks" (your top arts and culture events) during one week in October.
- ❑ Share two (or more) artoberVA posts on social media platforms during October (CultureWorks will [provide content](#) or we can help you create your own!)
- ❑ Post a boomerang or other clever social media trick of your choosing in front of an artoberVA stencil or event
- ❑ Attend one artoberVA related event and post on social media

## Low Dive

- ❑ Share one (or more) artoberVA promo post on social media platforms during October (CultureWorks will [provide content](#) or we can help you create your own!)
- ❑ Post a boomerang or other clever social media trick of your choosing in front of an artoberVA stencil or event
- ❑ Attend one artoberVA related event and post on social media from there.

Contact Erin Frye:  
[erin@richmondcultureworks.org](mailto:erin@richmondcultureworks.org)

## Why artoberVA?



*“artoberVA empowers arts and culture organizations to collaborate and positively impact, strengthen, and elevate the communities we serve in Richmond and the Tri-Cities. Join us and be part of this movement that highlights and cultivates accessible, inclusive, and inspiring programs that enrich our region!”*

**Erin Frye,**

Director of Programs & Outreach  
[erin@richmondcultureworks.org](mailto:erin@richmondcultureworks.org)

### Have questions?

If you need help making connections, adding events to the calendar, promoting artoberVA, or just want a sounding board for your artoberVA experience - Erin is here for you!

Be part of a  
movement that  
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A decorative border surrounds the central text, composed of various geometric shapes including circles, triangles, and rectangles in shades of blue, teal, yellow, orange, and dark blue. The shapes are arranged in a pattern that frames the central content.

# Thank you!

Across our region, there were over 1,500 total arts and culture experiences and 423 unique events during artoberVA last year! Thank you for being part of our vibrant community. Your involvement will help us make artoberVA 2019 an even bigger success!

*Images courtesy of Tom Topinka and The Science Museum of Virginia.*