

On behalf of area artists and the Holmes Theatre, I would like to invite you to participate in the 6th annual Holmes Art Show at the Historic Holmes Theatre in Detroit Lakes, Minnesota. The show has blossomed into a weekend-long arts celebration!

The show opens with an artist reception on Thursday, November 19. The show and boutique will continue Friday-Sunday. There is a weekend full of activities that will take place in the Holmes Theatre to make this an incredible way to spend the weekend.

We kick off at 5:00 p.m. on Thursday evening with an artist reception. There will be live music, appetizers and a cash bar from 5:00-7:30. This event is free and open to the public. On Friday, both the exhibit space and boutique will be open from 10:00 a.m. until 5:00 p.m. Saturday, the show and boutique will open at 10:00 and remain open until the concert begins at 7:30. Sunday, the show and boutique will be open from 10:00-5:00. We will hold artist demonstrations throughout the day, there will be a watercolor class and other special events for all ages. We also encourage artists to bring lots of items to sell in the show boutique. The show is the weekend before Thanksgiving- the perfect time to start holiday shopping!

During the weekend, we also host concerts that draw arts lovers from the region. On Saturday at 7:30, GrooveLily will return to perform in the Holmes Theatre. This New York based band is known for their lush musical textures and soaring vocals. They blend Jazz, Rock and Classical music with theatre, and have one of the most unique sounds today. Sunday, the Lakes Area Community Concert Band will perform a free concert at 4:00 p.m. This local favorite draws wonderful community support to all their concerts.

We hope you will consider taking part in the Sixth Annual Holmes Art Show. Registrations should be received by September 25, to be included in all of our art show publicity. We also invite artists to participate in and market this annual event. The DLCCC and Holmes Theatre is committed to supporting our area artists. The original organizers of the show would love to see it continue to grow and develop into one of the finest shows in the region.

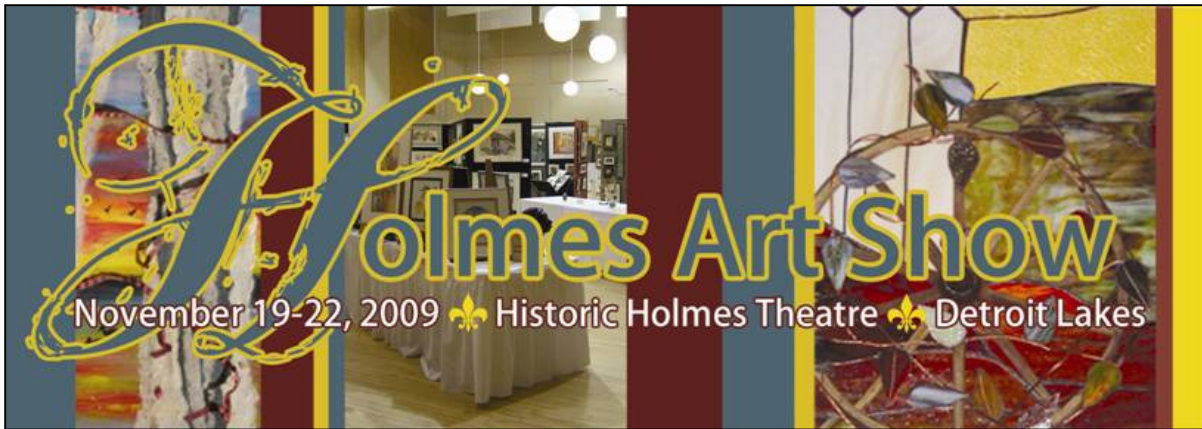
Once again this year, we will be having a contest to choose a "feature artist" whose art will be featured on the poster for the event. We encourage all artists to review the attached information and submit at least one entry. This year "Green" is the theme.

Please contact me for additional information, with any questions that you might have and to get involved in planning.

Sincerely,

Vicky Williams, Show Coordinator

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Marketing Plan for 2009

Posters Distributed throughout the lakes region and to select locations in the FM area

Newspaper Ads (Lakes Area and High Plains Reader)- placed in prime locations leading up to the show

Theatre Season Book (11,000 distributed)- mailed on August 14

Mailing to past purchasers of artwork and boutique items Selected mailing lists from Holmes concerts will also be incorporated into this mailing. Postcards will be available for artists if they wish to do their own mailing, or we can incorporate your list into our mailing and mail it for you.

Holmes Theatre playbills Information in fall playbills for shows leading up to the event.

E-Blasts To the DLCCC and Holmes Theatre groups as well as forwarding these on to artists for their own use.

DLCCC Website Information on the show and pictures of past events.

& More Call or send us your ideas and consider getting involved in marketing this event. We want to make this the best show possible for you.