

**2<sup>ND</sup> FRIDAY  
ART  
WALK** 2nd Friday Art Walk (SFAW)



Second Friday Art Walk is a monthly event that spotlights art, culture, and nightlife in Alameda. Galleries, shops, and bars stay open late every 2nd Friday and feature local art, live music, and 2nd Friday specials.

SFAW's current media campaign positions Alameda as a destination for the arts in the Bay Area.

SFAW is a starting point to build your promotion. SFAW needs the support and participation of our local restaurants, bars, shops, and galleries to succeed. Give people a reason to discover Alameda.

**Second Friday Provides:**

- Ongoing marketing campaigns through print and web media. East Bay Express and Digifli marketing campaigns.
- Free loop shuttle during the event.
- Social media promotion.
- Printed promotional materials.

2nd Friday Art Walk is in conjunction with ARTPUSH

SFAW is funded in part by a grant from the City of Alameda Public Arts Fund.





## How To Participate In The 2nd Friday Art Walk

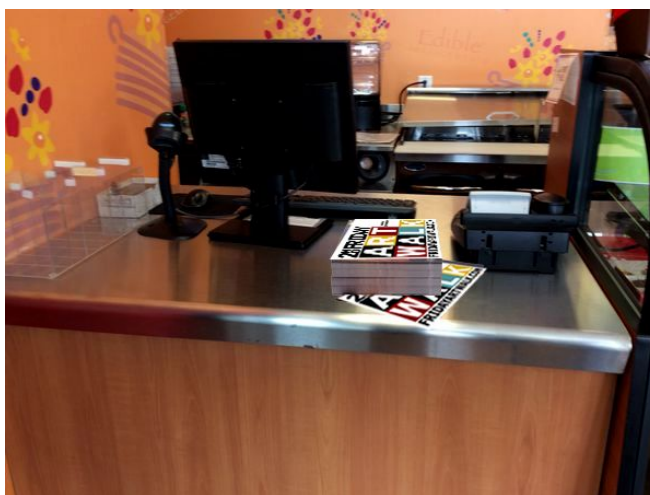
Being a part of 2nd Friday is easy! Any local business in Alameda or Jingtletown can participate.

1. **Post** 2nd Friday Art Walk signs, clings and postcards in your location.
2. **Open** during 2nd Friday, 6-9pm.
3. **Show** local art, or provide a special during the event.
4. **Register** to be on the website and add your event listing or SFAW special.



**You do not need a major event every 2nd Friday to participate.**

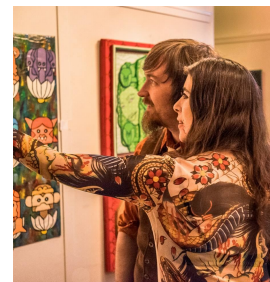
To participate in the art walk, simply be open between 6PM-9PM on 2nd Friday and show local art or have a SFAW special. You do not have to provide free food and drinks. The critical point is that your participation is clear and you staff, volunteers or employees are informed.





## How To Add Your 2nd Friday Event Listing

Listings are created separately from registration and are very important as far as getting patrons to your door. You can add all your 2nd Friday events at once or every month. *\*We suggest adding all of your 2nd Friday events all at once.*



The screenshot shows the Friday Art Walk website. At the top is the logo and navigation links: About Us, Get Involved, Registration, and Login. Below the header is a section titled "Friday August 09 2019" which lists several events:

- Frank Bette Center for the Arts** 7pm - 9pm *Alameda en Plein Air*  
1601 Paru Street, Alameda Plein air paintings of Alameda
- Studio 23** 7:00PM - 9:30PM *2ND Friday Open Studio*  
2309 Encinal Ave, Alameda 2nd Friday Open Studio, showing a mix of works by east bay artists.
- 3Dot Art Gallery** 7pm - 11pm *Art by Dave Sylvester & Michael Flemming*  
2309A Encinal Ave, Alameda TBD
- Autobody Fine Art** 7:00PM - 9:00pm *My Fiery Furnace: The Art of Gary-Paul Barbosa Prince*  
1517 Park Street, Alameda Oakland based artist Gary-Paul Barbosa Prince brings his firebrand art to Autobody Fine Art. Barbosa Prince works in a mode of revolving series in painting, sculpture, and new media.

Visit <http://fridayartwalk.com/add-event-instructions> for step by step instructions on how to add your event listing.

Event listings will display on your dashboard and the site homepage. If you do not see your event listing wait 15-20 minutes or try clearing your cache and refreshing your browser.

The more events listed the more likely we are to increase art-walkers!

**Get Started!** <http://fridayartwalk.com/dash/>





## How To Promote Your 2nd Friday Event

Below is a list of ways to promote your event. When done consistently and thoroughly the following recommendations produce successful results in a majority of the time.

### The Basics

- Create a 2nd Friday Special. Example: 2nd Friday = 2nd Drink Free!
  - Create a unique 2nd Friday appetizer or cocktail. "2nd Fri Mai Tais".
  - Inform staff of the event and your specials.
  - Help with marketing. Periodically we will raise funds for marketing materials.
  - Become a member on our [Facebook](#) group page and participate in upcoming meetings.
  - Like our Facebook page: <https://www.facebook.com/2ndFridayArt/>
  - Follow us on Instagram! <https://www.instagram.com/fridayartwalk/>.
  - Sign up for the newsletter <http://fridayartwalk.com/newsletter/>.
  - Make sure your event listings are posted to [fridayartwalk.com](http://fridayartwalk.com).
- \*Get help! [Step by step instructions on how to add your event.](#)



### Around The Shop

- Create a 2nd Friday Event/Specials sign.
- Hang the 2nd Friday poster and/or window cling in a visible location at your business.
- Have the latest shuttle schedule printed and ready to hand out or direct patrons online.
- Place other 2nd Friday event postcards and flyers out on a display table.



### Online

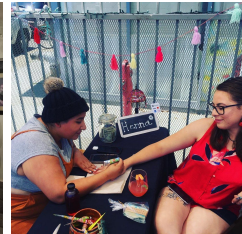
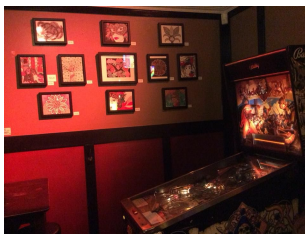
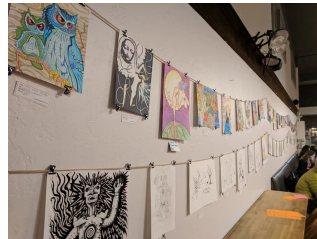
- Post your event on your website and social media outlets.
- Post a link to [fridayartwalk.com](http://fridayartwalk.com) from your website.
- Post your press release on your website.
- Instagram your event at least a few times a week, ideally once every day.
- Use hashtags in your posts. #fridayartwalk #friartwalk #2ndfridays #2ndfridayartwalk #alameda #jingletown #2ndfridayshuttle
- Use online resources like community websites including Patch and Nextdoor.
- List on event sites like eventbrite and SFfuncheap.com.
- Add events to websites with calendar listings like East Bay Express, etc.
- Create an event on Facebook. Do not create multiple Facebook events.
- Add artist's showing as co-hosts to your official Facebook event page.
- To track ticket sales, connect your facebook event with your eventbrite event listing.



## How To Promote Your 2nd Friday Event Part II

More ideas on how to promote your SFAW event.

- Send out a press release at least 2 weeks before your event.
- Create and print flyers and posters for your event at least one month in advance.
- Distribute flyers and posters at least 2-3 weeks before your event.
- Use the same artwork everywhere. Keep your event branded.
- Send out an email blast to your followers.
- Create a countdown checklist to your event.
- Don't host every major event on 2nd Friday. Use 2nd Friday as a tool to promote major events on other dates.
- Support each other. Place flyers and posters at each other's location.
- Encourage patrons to use the shuttle. An updated schedule is available on the website.
- Submit artwork to Digifli. Digifli will post art for free. Email [jessica@digifli.com](mailto:jessica@digifli.com)
- Ask not what 2nd Friday can do for you. Ask what you can do for 2nd Friday.



Frank Bette Show, Music on Webster, Art at The Local, Feathered Outlaw, INK BLOT, Fireside Lounge, Grayloft Gallery, Jingtowntown Art Studios & Phoenix

The more we all promote this together, the more Alameda/Jingtowntown becomes a destination on 2nd Friday and all local businesses will benefit from that.