



Put Your Business on the Whyte Avenue Art Walk Map!

Due to construction in Churchill Square, the City has granted The Street Performers' Festival use of McIntyre Park and 83 Avenue during July 5 - 14, 2019. The Whyte Avenue Art Walk must move to new street closures. See above for our revised Art Walk map. It presents a real challenge. It may be difficult for visitors to orientate themselves and find their favourite artists. We hope to feature established, popular business logos on our map to help visitors understand our new layout. It is an excellent opportunity for Old Strathcona businesses to distinguish themselves at our festival. The event will be marketed as come explore Old Strathcona. Only 8 – 10 businesses can be featured on this unique map.

By the Numbers

The public loves the Whyte Avenue Art Walk. It is another festival that makes Edmonton unique and Old Strathcona distinctive. For three days every July, Whyte Avenue is transformed into an outdoor studio and market place. Everyone is in awe at our 4 km spectacle of 450 artist making art along the sidewalks and in tents of the street closures and green spaces. Some call it overwhelming! Our volunteers often hear visitors say “Wow this doesn’t even feel like Edmonton; it feels like a holiday!” Art Walk runs rain or shine and people stick it out during all sort of weather.

**The estimated economic impact to Old Strathcona business is significant.
The event attracts 45,000 – 78,000 visitors over the weekend and the accumulated economic spin-off is estimated between 2.5 – 4 million dollars.**

The Whyte Avenue Art Walk is an excellent opportunity to create partnerships and involve the greatest number of local businesses. Our merchants do think about all the potential benefits, and consider the events like The Whyte Avenue Art Walk to be an investment in community sustainability.

Research shows that the more involved local businesses are in terms of provision of service: food, beverages, and attractions, the greater the economic benefits to the region.

The benefits include:

- Increasing visitor length of stay in region/town
- Increasing visitor expenditure in region/town
- Improving destination awareness
- Increasing civic pride and community solidarity.
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Please consider putting your business on the map. Application on back.

The Whyte Avenue Art Walk

July 5 – 7, 2019

C/O The Paint Spot 10032 81 Avenue Edmonton AB T6E 1W8



Business:

Contact:

Email:

Phone:

Quantity	Description	Unit Price	Total
<input type="checkbox"/>	Put Your Business on the Map	\$500	\$500
	<ul style="list-style-type: none"> • Logo on 20,000 postcards • Logo on 500 posters • Hot Summer Guide Map (40,000) • Avenue Magazine Pull-out (40,000) • A link on our website www-art-walk. • Thank you in social media! 		

**In Kind Support is also needed: You may reduce your cash investment by helping where you can:
Please check all that apply ☺**

Provide Food or Beverage Sponsor - Value \$500
 Merchant Provides
 Gift Certificates to our Volunteers
 100 - Free Coffees
 100 - \$5 Food Gift Certificates

Block Parent - Value \$200
 Merchant Provides
 Art Walk artist discounts
 Available washrooms for Art Walk volunteers
 Display Art Walk signs and postcards
 Art Walk window display up by July 1

Street Closure Monitor - Value \$200
 Merchant Provides
 Supervise Loading and Unloading
 Watch for Safety at intersections
 Post signage
 Vendor or employee must attend training/orientation
 Vendor or employee must on site
 Fri Sat and Sun 6:30 AM – 9:30

Volunteer Orientation Sponsor - Value \$100
 Merchant Provides
 A Door Prize that will be drawn at the volunteer orientation and as Thank You Gift
 Food or Beverage for our volunteer orientation

Deduct the amount of your In Kind Donation _____

Please make cheques
Payable to: The Paint Spot. **Total** _____

Complete this form then email, fax or deliver to The Paint Spot

Thank you for supporting the arts in Old Strathcona