

ARTISTS SUNDAY™

Helping Individual Creative Artists Sell More Art

A national shopping day, the first Sunday
after Thanksgiving. November 29, 2020

ArtistsSunday.com

Artists Sunday and Art Sunday are trademarks of Artists Sunday

- **Artists Sunday** takes place during the largest shopping weekend of the year.
- **Black Friday** and **Small Business Saturday**, the day before **Cyber Monday**, over the **Thanksgiving** weekend.

THE MARKET

- **Artists Sunday** targets a segment in the holiday retail and ecommerce industry.
- 2019 sales reached **\$68.9 billion** over 4 day weekend Source: Consumer Growth Partners
- **Thanksgiving, Black Friday, Small Business Saturday, and Sunday.**
- Cyber Monday's online spending alone reached a record **\$9.4 billion.**

Source: Adobe Analytics

OUR PURPOSE

- **Consumers** are inundated with shopping messages from **large retailers**
- Art and craft **sales** cross the country are **fragmented** down to the **individual** level
- Individual artists can struggle to make sales
- Local communities help support
- But there is **no unified voice**
- **Limited Consumer Awareness** of Artists

CONSUMER AWARENESS

A unified national messaging effort:

- National media
- Local media
- Social media
- Local / National non-profit art communities
- Municipalities
- Corporate sponsors
- Individual artists

A NATIONAL CAMPAIGN

Encouraging shoppers to:

- Purchase from **artists** and **craftsmen**
- Give unique, original:
 - **handcrafted** items
 - and/or **artistic experiences**
- **Not just** manufactured and prepackaged goods
- Celebrate the arts this holiday season

A UNIFIED MESSAGE

- **Artists Sunday** is a unified rallying cry
- A national movement & marketing message
- **Uniting** individual **artists** and **communities** across the country in a **singular effort**
- A strong, vocal **voice of 1,000's** across the **country**
- All promoting the giving of artist-created gifts during the busiest shopping weekend of the year.

CONSUMER SALES

- Shopping for artistic gifts for the holidays can be more
 - Personal
 - Fun
 - Inspirational
- When consumers focus on individual, creative artists that **resonate** with themselves, family, and friends.

OUR APPROACH

- Artists
- Art Communities
- Media
- Sponsors

FOR ARTISTS

Individual artisans and craftsman creating:

- **Original, physical works of art:** painting, sketching, photography, sculpture, music, glass, wood working, jewelry, clothing and much more....
- **Experiential arts:** dance, music, theater, and more....

FOR ARTISTS

- Help Artists *Sell More Art*
- *Raise awareness* of artists
- Artists receive a free marketing toolkit to help them connect with consumers and the media
- We *amplify* artists' message

FOR ART COMMUNITIES

- **Non-Profits supporting the arts:**
Artists groups, art councils, churches, chambers of commerce, and many others
- **Municipalities:**
Cities, towns and communities with a focus on artists and art

FOR ART COMMUNITIES

- Our mission is theirs: **increased sales** from, and **recognition** of, their artists
- Free license to use the **Artist Sunday**, trademark, brand and materials
- In exchange for promoting **Artist Sunday** to their artists, media and consumers
 - per their normal outreach

MEDIA

Broad media coverage of our campaign

- We create clear, consistent messaging
- Promote this to the media
- Share with our partners to also promote
 - 1000's of organizations/artists all promoting
- Social media promotions
- Sponsor promotional support



An innovative campaign that resonates with the media and consumers, go viral, and become self-perpetuating

SPONSORS

Funded through the support of our sponsors

- International companies
- Smaller commercial companies
- Tiered Approach
 - Top tier “presenting sponsor” includes financial commitment and marketing support
 - Commercial companies: provided a license to use our trademark to aid their sales



Artists Sunday mission
Enabling Individual Creative
Artists to Sell More Art

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STATISTICS

- Almost 60% of visual artists make less than \$30,000 per year. Creative Independent 2018
- 47% say their art accounted for less than 25% of their income. Artfinder 2017

Investing in Artists...

- Gives them the wherewithal and incentive to **continue to develop** their talent
- Contributes to the **local economy**, from supplies to groceries to paying taxes

2020 GOALS

- 1000s of **artists** participating
- 100s **art communities** participating
- Primary, supporting **sponsors** signed
- Millions of **media** impressions
- **More art sold** across the nation
- A new holiday movement
- More artists **fed** and **happy**

2021 AND BEYOND

- More art sold year round, not just the holiday shopping season
- Repeat business for artists
- Increased custom artwork and commissions



Sign up online at
www.ArtistsSunday.com

Questions: call Christopher Sherman
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