

artHARLEM



## 3rd Annual Harlem Open Artist Studio Tour

Saturday October 6th, 2007, 12:00pm - 6:00pm  
Sunday October 7th, 2007, 1:00pm - 6:00 pm

January 20, 2007

Dear Friend,

**What is HOAST?** Harlem Open Artist Studio Tour a.k.a. HOAST is over 150 artists and galleries in Harlem will open their doors to exhibit and sell their art for one spectacular weekend in October, 2007.

artHARLEM, a non-profit community arts organization, organizes this celebration of contemporary arts in Harlem by showcasing artists in their private and public studios, galleries, museums across Harlem. Last year HOAST attracted over 2,000 local, national and international visitors who spent the weekend sight-seeing Harlem by foot, using our shuttle bus and by the subways and buses.

**Where is HOAST happening?** All of Harlem is participating - from the east side to the west side. From 96th Street to 155th Street. A map is made available to those who wish to visit an artist studio or a participating gallery. The map pin-points everyone's location along with shops, cultural institutions and other points of interest. If you would like to receive a copy of the last HOAST map, please send us an e-mail and one will be mailed to you.

**When is HOAST?** HOAST is happening on Saturday, October 6th from Noon to 6 p.m. and Sunday, October 7th from 1 p.m. to 6 p.m.

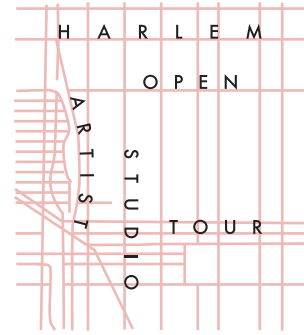
**Why Sponsor HOAST?** HOAST is publicized through The New Yorker, Art in America, the New York Times and the New Amsterdam News to list a few. More than half of the visitors surveyed spent the whole day walking around the streets, going from house to house, visiting artists and looking at art. These visitors were also interested in shopping in Harlem and getting a bite to eat.

100% of your sponsorship and advertising dollars are used to promote the event, print the maps and mail them.

Please support us, as we support our artists, shops and Community of Harlem.

Sincerely Yours,  
Reuben Sinha  
Founder, Executive Director  
artHARLEM/HOAST

*artHARLEM is an artist run, community arts organization dedicated to increasing comprehension of contemporary art. We are dedicated to making the arts of Harlem a prominent part of the city's culture. More information about us is available at our website, [www.artHARLEM.org](http://www.artHARLEM.org)*



## 3rd Annual Harlem Open Artist Studio Tour Gallery Sponsorship - Advertisement Form

Saturday October 6th, 2007, 12:00pm - 6:00pm  
Sunday October 7th, 2007, 1:00pm - 6:00 pm

January 20, 2007

Dear Friend,

The 3rd Annual Harlem Open Artist Studio Tour (HOAST) is scheduled for October 6th & 7th, 2007. We would like to include your business on our 'Arts and Culture Map of Harlem'. Enclosed is a copy of our map from last year.

2nd HOAST event was a huge success. Over the two-day event, close to 2000 people attended. Over 100 ethnically and artistically diverse artists participated in over 50 venues. The event brought local, national and international visitors into visual artists' studios in Harlem. Fifty seven percent of attendees were non-residents, visiting Harlem from as far away as Germany, Sweden and Italy.

For the 3rd annual HOAST, October 6th & 7th, 2007, our Arts & Culture Map will include:

- 1) Music, dance, theater performances; visits to Harlem art studios, museums, and galleries, and a listing of Harlem arts events for the summer of 2006.
- 2) Cultural heritage and tourist sites in Harlem.
- 3) Bed & Breakfasts, Hotels
- 4) Harlem's boutiques, restaurants and cafes.

Cost for inclusion on the map is:

\$30 per listing (your name, address and information - up to 20 words); and/or \$250 per ad space (1.625" Height X 2.5" Width). We have a limited number of advertisement spots on the map, and we are offering them on a first come first serve basis. The deadline for your ad and payment is June 1, 2007.

As a HOAST sponsor, your contribution will help with the cost of organizing this very special event, promoting the arts of Harlem and highlighting our community's culture.

Sincerely yours,  
Reuben Sinha  
Founder, Executive Director  
artHARLEM/HOAST

*artHARLEM is an artist run, community arts organization dedicated to increasing comprehension of contemporary art. We are dedicated to making the arts of Harlem a prominent part of the city's culture. More information about us is available at our website, [www.artHARLEM.org](http://www.artHARLEM.org)*

### HOAST 2007 – Become a Sponsor of artHARLEM and the Harlem Open Artist Studio Tour

Name (if a business, please also indicate contact person): \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Gallery/Museum listing: \$30** Name, address, and phone number & description: Up to 20 words.  
**Advertisement space: \$250** 1.625" H X 2.5" W, color-camera ready artwork (cmyk, 300dpi@final size).  
**Advertisement design: \$100** One image (logo) and text (20 words only).