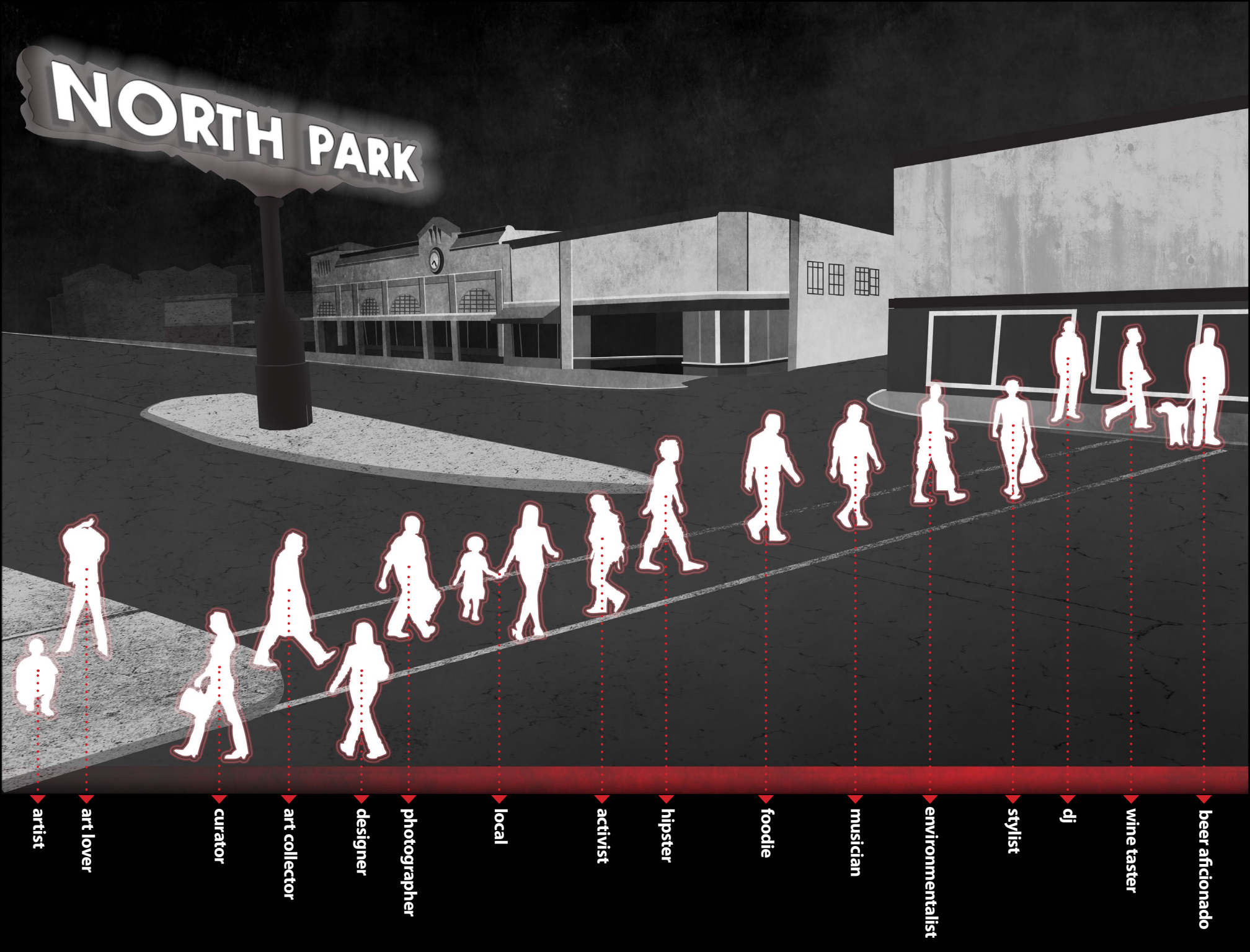


NORTH PARK



artist

art lover

curator

art collector

designer

photographer

local

activist

hipster

foodie

musician

environmentalist

stylist

dj

wine taster

beer aficionado

MAKING A CHANGE

North Park for the Arts (NPA) is a collective of North Park businesses dedicated to the promotion of arts and culture in and around the neighborhood of North Park.

Arts are the catalyzing force behind revitalization, and we believe that as a neighborhood we have the unique ability to serve this community by continued promotion, which in turn, encourages the growth and health of all businesses.

NPA is a community based project that has found a home as a program of The San Diego Art Institute, a non-profit organization dedicated to building arts and culture in San Diego.

The growth and strength of a committed collective group of businesses, artists and community leaders has laid the foundation to set North Park and its artists apart from any other community. By radically changing the status quo and working together, our shared resources and shared success, will bring about a genuine renaissance.

MISSION STATEMENT

North Park for the Arts promotes access to and appreciation of the San Diego visual and performing arts within the Arts and Culture District of North Park through exhibition, education, outreach, and local partnerships.

**North Park for the Arts (NPA),
a community based
organization and program of
The San Diego Art Institute,
non profit organization.**

**SDAI is a registered 501(c)(3)
organization, all donations are
tax deductible.**

ABOUT SDAI

The San Diego Art Institute's "Museum of the Living Artist", with its main gallery located in historic Balboa Park, is a Center for the Visual Arts for the Southern California /Baja California region. The Institute is much like a municipal gallery for the city/county. It is SDAI's vision to promote San Diego as a living arts community that fully integrates visual arts into everyday life through their three-fold mission of Education, Exhibition, and Outreach.

SDAI BELIEF: The creative process is essential for a healthy quality of life.

SDAI VISION: To see the Visual Arts elevate San Diego to a world-class creative and vibrant community.

SDAI MISSION: To develop artists and supporters of the Visual Arts through exhibition, education and outreach with innovative programs, first-class facilities, and select partnerships that reach out to schools, business, government and our global community.

2010

NORTH PARK ARTS & ENTERTAINMENT GUIDE BOOK

GUIDE BOOK

We are pleased to announce that NPA is currently developing the 2010 North Park Arts & Entertainment Guide Book.

Our aim is to create a complete, informative, magazine quality, walking guided tour of our emerging Arts & Entertainment Community.

North Park as a whole has become the Artistic Melting Pot of San Diego and premiere location for Dining, Entertainment, Music, Shopping, and Style.

We want to tell the story, show off what we have to offer and gain Local, Regional, and National recognition by putting North Park on the map!

KEY FEATURES

- Keep-N-Carry walking guided tour of North Park.
- 1/4 page booklet that easily fits in pocket or purse.
- Fold out map showing all NPA member locations.
- Full feature pages for NPA members.
- Plenty of room for Artist, Gallery, Retail, Bar, Restaurant, Beauty, Fashion, & Professional descriptions.
- Magazine quality stylish design.
- Doubles as a coupon promotional booklet.
- Informative and chock-full of reasons to come and enjoy North Park.
- Part Mini-Zine, Part Gallery Guide, Part NPA Promotion, Part Coupon Clipper Savings Booklet.



2010

NORTH PARK ARTS & ENTERTAINMENT GUIDE BOOK

ARTIST OP

Calling all San Diego Creative Artist! We are seeking local artists of all mediums, shapes, styles, and interest willing to show their support for the growth and retention of local arts in our cultural district and throughout San Diego as a whole.

We've opened a small number of pages in the 2010 North Parks Arts & Entertainment Guide Book available for your photo directory listings.

COMMUNITY PARTNER 50

Community Artist Partner packages are just \$50 for the whole year. By joining our Arts Collective you will not only be helping our Non-Profit Organization reach its goal for funding in 2010, but are given a platform to speak your unique artistic voice to our eclectic audience, gain exposure, promote your craft, and be heard as a local advocate for the Arts in San Diego.

PRINT EXPOSURE

- Photo Thumbnail Directory Ad in the 2010 North Park Arts & Entertainment Guide Book
- Artist Name, url, and 120 character description (about as much as a twitter update)
- Guide Books printed and distributed throughout all of San Diego

WEB EXPOSURE

- Listed in the 'Artist Members' section of the NPA site.
- Link to your own url
- More room for artist bios and descriptions
- Art photos and listings of upcoming shows

SEEKING CREATIVE SD ARTIST

- Painters
- Sculptors
- Illustrators
- Digital Artist
- Graphic Artist
- Photographers
- Film Makers
- Tattoo Artist
- Jewlery Designers
- Furniture Designers
- Fashion Designers
- Musicians
- Bands
- DJs
- Graffiti Artist
- Performance Artist

1

SUPPORT LOCAL

2

SET TRENDS

3

REACH AUDIENCE

4

MAKE A DIFFERENCE

GUIDEBOOK ART DIRECTORY

ARTIST LISTING: Included with \$50 package

CIRCULATION: 10,000 - 15,000

DURATION: 1 YEAR

AVAILABILITY: LIMITED SPACE (early entries only)

ARTIST THUMBNAILS: 1.25" x 1.25"

ARTIST NAME • URL

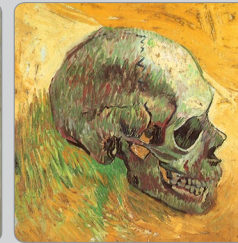
120 Character Text

PAGE SIZE: 4.25" x 5.5"

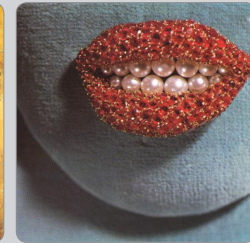
CLOSING DATE: Mar 31, 2010



Pablo Picasso • pablopica.com
Is essuntis quator itatent, qui re voluptaquis con el ipicimus eum etur, quiaecupta dios ma volut vita in eum essunt.



Vincent Van Gogh • vincentvangouh.com
Is essuntis quator itatent, qui re voluptaquis con el ipicimus eum etur, quiaecupta dios ma volut vita in eum essunt.



Salvador Dali • dali.com
Is essuntis quator itatent, qui re voluptaquis con el ipicimus eum etur, quiaecupta dios ma volut vita in eum essunt.



H.R. Giger • giger.com
Is essuntis quator itatent, qui re voluptaquis con el ipicimus eum etur, quiaecupta dios ma volut vita in eum essunt.



Andy Warhol • warholfactory.com
Is essuntis quator itatent, qui re voluptaquis con el ipicimus eum etur, quiaecupta dios ma volut vita in eum essunt.



Chris Mars • chrismarspublishing.com
Is essuntis quator itatent, qui re voluptaquis con el ipicimus eum etur, quiaecupta dios ma volut vita in eum essunt.



Travis Louie • travislouie.com
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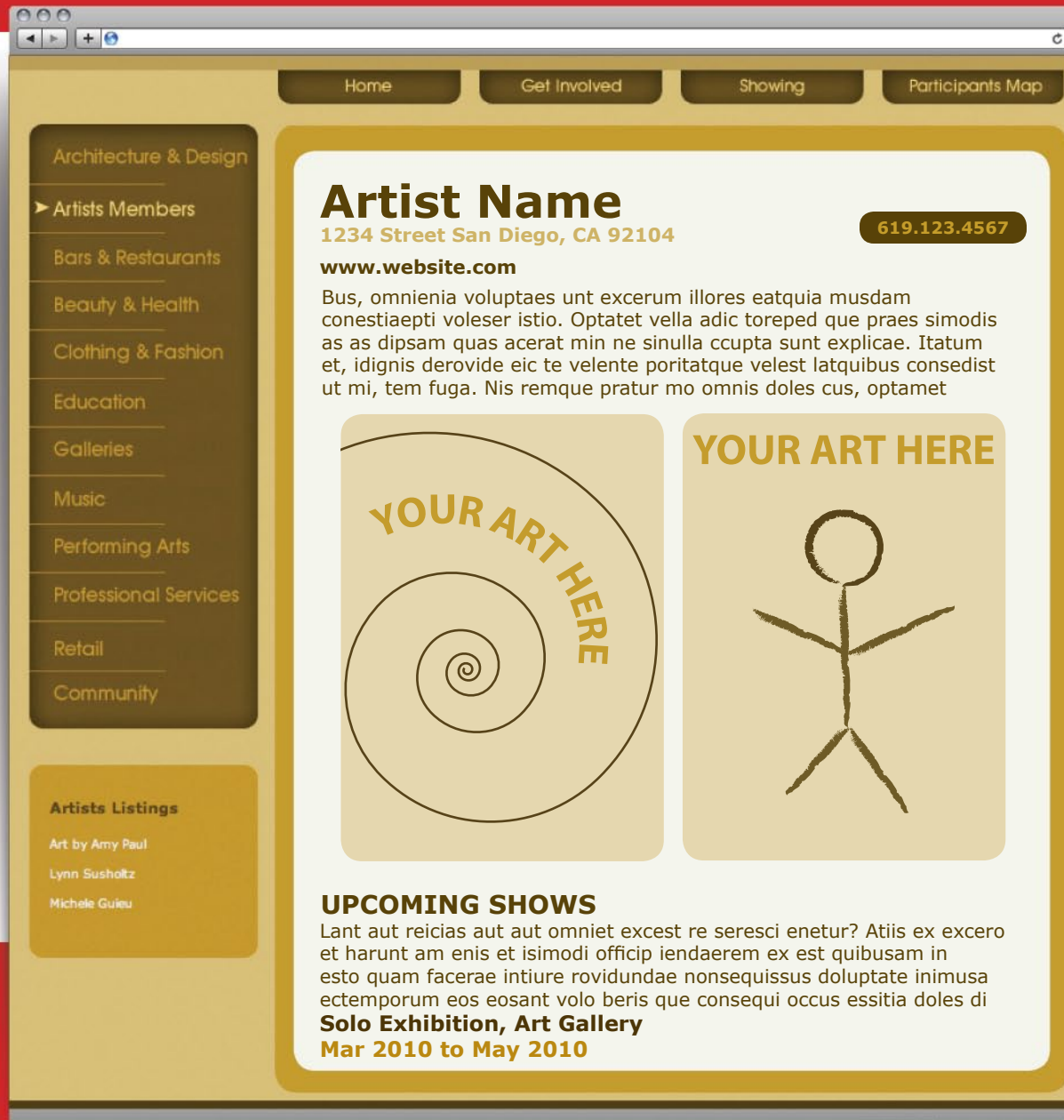
Christopher Conte • microbotic.org
Is essuntis quator itatent, qui re voluptaquis con el ipicimus eum etur, quiaecupta dios ma volut vita in eum essunt.



Sylvia Ji • sylviaji.com
Is essuntis quator itatent, qui re voluptaquis con el ipicimus eum etur, quiaecupta dios ma volut vita in eum essunt.

SAMPLE





ARTIST WEB

- Artist Contact Info
- Link to website
- Artist Bio
- Art Photos
- Upcoming Shows
- Customized Updates

2010

NORTH PARK ARTS & ENTERTAINMENT GUIDE BOOK

FREE GUIDE

People love free stuff and our Guide Books are the perfect grab-n-go pocket tool. They will be distributed throughout all of San Diego wherever we can find concentrations of new-era bohemians, hipsters, art enthusiasts, foodies, and connoisseurs. Places like: Art galleries, museums, bars, restaurants, coffee shops, hotel lobbies, visitor and travel bureaus, campus locations, and more...

BEYOND PRINT

In addition to your own promotional web page we will also be creating a virtual version of our Guide Book available on the NPA website for viewing and downloading. All content from the printed version including your directory listing will stay intact on the interactive Guide Book and made available throughout the year.

REPETITION REPEAT

Our Guide Books are designed to stay current and in the hands of the user with promotional offers they can use for each month throughout the year. These are not throw aways and instead are valuable to hold onto. Your art listing will be seen over and over and over again by the user.

OUR PEEPS

ARTISTS
ART LOVERS
CURATORS
ART COLLECTORS
DESIGNERS
PHOTOGRAPHERS
LOCALS
ACTIVISTS
HIPSTERS
FOODIES
MUSICIANS
ENVIRONMENTALISTS
STYLISTS
DJS
WINE TASTERS
BEER AFICIONADOS

2010

NORTH PARK ARTS & ENTERTAINMENT GUIDE BOOK

GET INVOLVED

Contact us today to support North Park for the Arts and advertise in the upcoming 2010 North Park Arts & Entertainment Guide Book.

Inquire about North Park for the Arts and get more info on our Partner Program by contacting:

AMY PAUL
VICE CHAIR

P 619.861.0901

E amy@artbyamypaul.com

Purchase into our Partner Program and get payment details by contacting:

ANDREA CHAMBERLIN
TREASURER

P 619.299.4278

E eduprogramsdai@gmail.com

Submit your advertising materials or ask questions about the Guide Book design by contacting:

JOEL ALLEN
DESIGNER

P 858.232.6989

E mail@joelsportfolio.com