

Art of the Lakes



I BUY ART
sticker

As part of this year's **Art of the Lakes Studio Tour** we are inviting area merchants to participate in a collaborative promotion with AOTL. In an effort to increase sales and exposure for all, we are asking local merchants to offer an incentive for Studio Tour art attendees to purchase art during the weekend of the Studio Tour, July 20, 21 & 22.

The Concept

Studio Tour attendees making a purchase of \$10. or more will receive an "I Buy Art" sticker good for discounts and offers from participating merchants when worn into their establishment July 20-31. This offer will be good only to the individual wearing the sticker. A handout listing participating merchants will be available at all artist studios and at the AOTL Gallery. Also, each participating merchant is asked to display an "**I Buy Art decal**" throughout the month of July to signify their participation.



I BUY ART
decal

We believe this promotion will increase sales and public awareness for both merchants and artists! Please help support the arts and local artists in your community through your participation. Thank you!

Participating Merchant

Merchant Address

Promotional Offer

Contact Person

phone

Artist Name

Merchant: Please make a copy for your files

Artist: Please return completed form to AOTL Gallery no later than July 1, 2018.