



SANTA FE STUDIO TOUR 2017
6/16 Opening Reception at SFUAD Gallery
6/17 & 6/18 Studios & Gallery Open + 6/24 & 6/25 Studios Open

To all the Fans of the Santa Fe Studio Tour:

The Santa Fe Studio Tour is made up of local artists engaged in creating fine art. The artists open their studios to the public the last two weekends in June each year. This is an opportunity to see the artists' latest work and their working environment. Many of the artists demonstrate their techniques during the tour.

The 2017 Santa Fe Studio Tour continues in association with the Turquoise Trail Association, a nonprofit organization dedicated in providing travelers with an interesting, educational, recreational, cultural, historical and natural experience. Together we further develop the Santa Fe Studio Tour, assist our city's artists and expand tourism in Santa Fe.

We invite you to become a part of this exciting event by contributing a nontaxable donation to support our endeavors.

The 2017 Santa Fe Studio Tour is scheduled for Friday, Saturday and Sunday, June 16, 17 and 18, and Saturday and Sunday, June 24 and 25. We will create tourism and sales to local businesses as travelers spend the weekend exploring the Santa Fe area. An extensive media and public relations campaign will roll out in coming months to promote the Santa Fe Studio Tour but we do need donors to help offset the costs of local advertising.

Facts about the Santa Fe Studio Tour can be viewed online at www.santafestudiotour.com and www.turquoisetrail.org, on Facebook as well as in print publications such as The Santa Fean magazine, Trend magazine, the New Mexican's Pasatiempo, The SF Reporter, Albuquerque Arts, THE Magazine and the Albuquerque Journal North. In addition, over 5,000 color brochures will be distributed in May and June 2016.

The Santa Fe Studio Tour has already earned a place as a well-attended quality event that attracts visitors to Santa Fe. With your help, we will continue to build upon that success and to strengthen Santa Fe's creative economy. As a supporter of the Santa Fe Studio Tour, your name or business name will appear in 5,000 brochures, on our website and in press releases. Your financial assistance provides opportunities for artists to showcase their work, and for locals and visitors to discover Santa Fe's thriving art community. The deadline for ensuring your contribution is featured in the Santa Fe Studio Tour brochure is **March 15, 2017**.

You may also choose to underwrite our Preview Gallery & Artists Reception at the Santa Fe University of Art and Design, our printing costs for brochures, or the cost of a specific advertisement. Companies receive special acknowledgement for underwriting such as banners and logos on our website and brochures. Please contact Jennifer Box if you would like to underwrite a specific item or event!

Thank you for your consideration and contact us when you are ready to make your tax deductible donation and join our list of donors!

Sincerely,

Jennifer Box
Santa Fe Studio Tour
505-471-4688
info@santafestudiotour.com

Carla Ward
Turquoise Trail Association
505-281-5233
trail@turquoisetrail.org

What are the Santa Fe Studio Tour Goals?

Short Term: Create an environment where...

1. Artists have the opportunity to meet and network with other artists within the tour
2. Artists have deadlines to create artwork for the tour and preview party
3. Artists can strengthen their name recognition
4. Artists can advertise at group rates rather than buying advertising individually
5. Artists can open their studio to the public
6. Artists can see how the public interacts with his/her art
7. Artists experience a professional gallery show

Long Term:

1. Have the public know and look forward to attending the SFST the last two weekend in June annually
2. Create more publicity and free advertisement for the SFST artists
3. Create tourism for New Mexico and Santa Fe
4. Have Santa Fe and the Santa Fe Studio Tour a destination for art lovers, buyers, collectors, galleries and corporations nationwide as well as worldwide
5. Create tourism for New Mexico and Santa Fe

What is the Turquoise Trail Association?

Turquoise Trail Association (TTA) is a nonprofit organization 501 (c) (6). Scenic views, diverse cultures, extensive history, and great outdoor opportunities continue to entice visitors to journey down the Turquoise Trail. Throughout New Mexico one can explore unique towns, restaurants, shops, lodging, museums, and artist's studios/galleries. The TTA strives to promote and support local artists and tourism in New Mexico. The Turquoise Trail Association was created in 1983 by local businesses to create a tourism destination and to promote and protect the back road from Albuquerque to Santa Fe. The Trail was designated a National Scenic Byway in 2000.

Information on Non-Profit 501 (c) (6) Organization:

Mailing address: P.O. Box 303, Sandia Park, NM 87047

Telephone number: 505.281.5233

Email address: trail@turquoisetrail.org

Website: www.turquoisetrail.org

Federal Tax ID: 8500403597

NM State Taxation ID: CRS # 02-23330-100



Donation Form for the 2017 Santa Fe Studio Tour

Donor Company Name

Business Phone Number

Donor Company Address

City, State, Zip

e-mail

Website

Donor/Representative Name (print)

Donor/Representative Signature

Date

Donor/Representative Phone Number

Amount Paid: \$ _____

Choose a Level to Donate Today! Forms and Payments due by March 15, 2017.

___ Platinum Donation (\$1000 and above)

___ Bronze Donation (\$250)

___ Gold Donation (\$600)

___ Copper Donation (\$100 and under)

___ Silver Donation (\$400)

Please make check payable to Turquoise Trail Association/SFST 2016

Mail to:

Box Studio/SFST 2017

3453 Hwy 14

Cerrillos NM 87508

Receipts will be sent via email from Turquoise Trail Association

Studio Tour Representative (print)

Studio Tour Representative Signature

phone number