



HERTS

Visual Arts

PROMOTING
CREATIVITY

Advertising & Sponsorship

HERTS VISUAL ARTS FORUM

WWW.HVAF.ORG.UK

HERTS VISUAL ARTS FORUM

Herts Visual Arts Forum began over 30 years ago when a core group of artists came together to show their art in the very first Open Studios. Since then, Open Studios has become a county-wide event involving artists from every discipline such as sculpture, glass art, jewelry, silversmithing, metalwork, textiles, and every type of painting from abstract to realism, plus much more.

We are now delighted to offer both amateur and professional artists a year-round calendar of events for them to showcase their creations, including our January conference which is a perfect launchpad for collaborating and developing ideas.

The summer sees the Big Art Fair when 50 or more artists exhibit their work in Hitchin's Town Hall for a weekend in July. A very popular event with artists and art lovers, the Big Art Fair attracts over a thousand visitors year on year with many regular attendees.

In September our flagship event, Herts Open Studios, sees more artists open their studios, take over pop-up shops, and share spaces to celebrate and demonstrate their creativity to the public.

The online Christmas Showcase is a fabulous exhibition where our Members can promote desirable objects which make perfect seasonal gifts

(or presents for any time of the year).

All this is made possible by the generosity of our ongoing and new sponsors, and companies who advertise in our publications - from show catalogues to our Open Studios (OS) brochure. We don't stop there. Last year we introduced a full-colour magazine-style quarterly newsletter perfect for the artist and the art lover, with space for supporters to share their news and information. Please flick through the following pages to find out more.

Herts Visual Arts Forum (HVAF) is a not-for-profit organisation run by volunteers.



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FIND OUT MORE:

www.hvaf.org.uk/artists/join-membership-benefits

BIG ART FAIR

DATES FOR YOUR DIARY:
FRIDAY 15TH JULY - SUNDAY
17TH JULY 2022.

Our Big Art Fair at Hitchin Town Hall has become an event which both Members and visitors look forward to every year. This year is no different; with space for over 50 artists, artisan-makers and designers, it promises to be outstanding.

Hitchin Town Hall, Brand Street, Hitchin SG5 1HX is just off the High Street and close to Market Place. It will be brimming with an amazing array of work, from classical to contemporary, decorative to functional, figurative to abstract, wall-hung to 3D. There will be original artwork, prints, and greetings cards all at a range of prices to suit every pocket. Plus, a chance to meet artists every day to discuss their work.

Our Friday Preview Night is the official opening and sees the launch of Hert Open Studios, as well as the presentation of Big Art Fair Sponsors Choice Award certificates. With free drinks, the entry on Friday night is £2 at the door. Prior booking is recommended.

All visitors get a chance to vote for their favourite artist, with a certificate going to the person with the most votes at the end of the final day.

From early July, our Big Art Fair (BAF) artists provide images of up to 3 pieces of work - pieces that will be on show at the Big Art Fair itself. Our 2021 event Members and video are now available to view on our website.

<https://www.hvaf.org.uk/exhibitions/big-art-fair>

Find us on Social Media, visit our Social Wall: <https://www.hvaf.org.uk/social> or directly and follow the #BigArtFair @HertsVisualArts

We are keen to develop links with local businesses to build on-going relationships, to help foster art in the community, share art more widely and add benefit with more people knowing about our Members.

EVENT SPONSOR @ £250

HVAF runs several events throughout the year and has been able to promote these in the business community.

What's included:

- Logo on our event brochure and/or digital flipbook
- Participation in Sponsor's Choice Award and attendance at the Private View or in-person events
- Featured in our Social Media.

EVENT SPONSOR @ £25

In this package, the Sponsor's logo is positioned within our digital flipbook.



CATALOGUE



OPEN STUDIOS BROCHURE

SAVE THE DATES:

10TH SEPTEMBER - 2ND OCTOBER 2022.

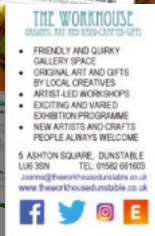
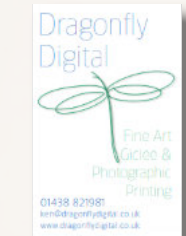
Open Studios in 2021 ran from 18th September to Sunday 10th October, with both in-person and virtual options, taking full advantage of our website to deliver an amazing experience for artists and visitors.

We re-thought our much-loved brochure and made the 2021 brochure available online, featuring all the venue and artist information that we know and love. 2021 also had local trails and expanded content. In addition, we produced theme-based videos and flipbooks. Please visit <https://www.hvaf.org.uk/>

open-studios to view our e-brochure, flipbooks and videos.

2022 will see the return of a printed brochure which provides a perfect opportunity for advertisers to showcase upcoming events, products and services.

We applaud our regular advertisers and new companies interested in the arts and our artists; thank you for your support.



HERTS OPEN STUDIOS 2022

ADVERTISING/SPONSORSHIP

10th September - 2nd October 2022 www.hvaf.org.uk

Advertising Rates – Booking/Payment deadline 7th March 2022

	Size of Advert	Price
Quarter Page (portrait)	60mm (w) * 95mm (h)	£130 print-ready artwork supplied by advertiser
Half Page (landscape)	124mm (w) * 95mm (h)	£220 print-ready artwork supplied by advertiser
Full Page (portrait)	124mm (w) * 194mm (h)	£400 print-ready artwork supplied by advertiser
Full page, inside front cover	124mm (w) * 194mm (h)	£600 print-ready artwork supplied by advertiser
Full page, inside back cover	124mm (w) * 194mm (h)	£600 print-ready artwork supplied by advertiser
Full page, outside back cover	122mm (w) * 190mm (h)	£POA

- Professional brochure featuring our participating Members. View our 2021 e-brochure here: <https://www.hvaf.org.uk/open-studios/ebrochure>. In 2022 we will be printing a full colour brochure.
- Wide circulation throughout Hertfordshire and borders, before and during the event
- Brochure available online from Launch date until the end of Open Studios
- Advertising space subject to availability, on a first come first served basis
- We reserve the right to reject any advertisement that does not meet our design specification
- Bookings will be confirmed on full payment

For all enquiries about advertising, including booking a space, contact: openstudios@hvaf.org.uk

QUARTERLY NEWSLETTER

WHY NOT ADVERTISE WITH US?

FULL PAGE: £100 / ISSUE
Portrait, 192 x 138 mm.

½ PAGE: £75 / ISSUE
Landscape, 90 x 138mm.

¼ PAGE: £45 / ISSUE
Portrait, 70 x 90 mm.

DIRECTORY: £20 / ENTRY
Landscape, 138 x 20mm.

An ideal opportunity to promote your business to HVAF Members and visitors. For a directory entry, text and images should be supplied as a graphic.

Images to be minimum 300 dpi (print) / 800 pixels (web)

READERSHIP, AUDIENCE & PURPOSE

Herts Visual Arts Quarterly magazine-style Newsletter is the only local, art focused publication aimed at artists and art enthusiasts. We cover a range of topics featuring Member artists, events, marketing, developing our art journeys, as well as materials and related topics.

We have a regular readership which includes artists and interested enthusiasts around the county and beyond.

OUR MAGAZINE IS SUPPORTED BY SOCIAL MEDIA POSTS ON INSTAGRAM AND FACEBOOK

DO YOU WANT TO REACH HUNDREDS OF HERTFORDSHIRE ARTISTS?



BECOME A MEMBER TODAY!

www.hvaf.org.uk/artists/join-membership-benefits

Example of Directory entry

FEATURED ARTIST SABBİ GAVRAILOV

Sabbi Gavrailov is a self-taught artist from Bulgaria working and living in Hertfordshire. He is also the brother of two other artists, Zvezda Gavrailova and Zvezda Gavrailova, who died in 1975 and 1976 respectively. Sabbi is a member of the Hertfordshire Artists' Society and has exhibited his work in various galleries and exhibitions.

IN THE STUDIO

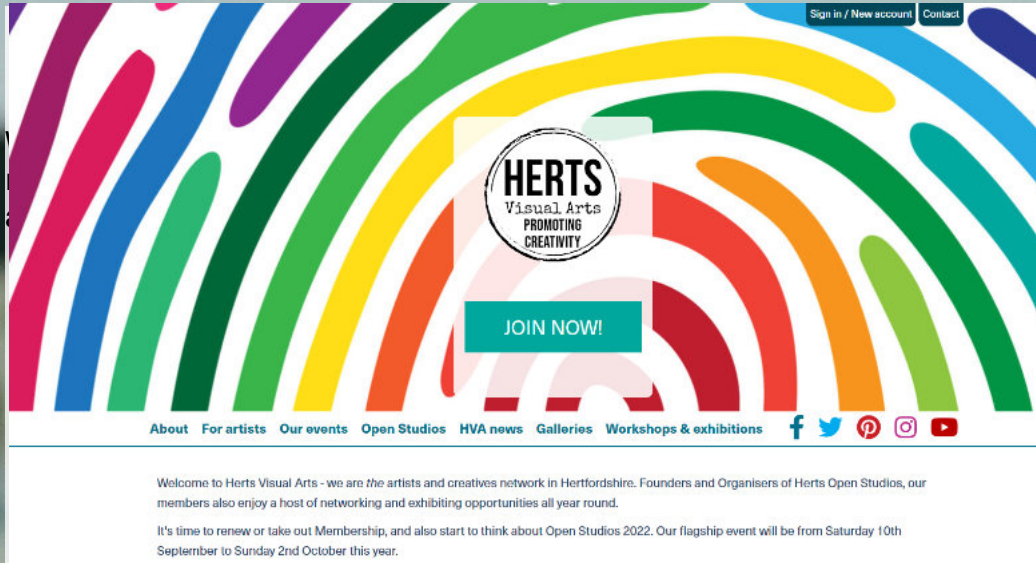
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CONTACT DETAILS:

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Email: sabbigavrailov@hvaf.org.uk
Website: www.hvaf.org.uk/artists/sabbigavrailov-gavrailov-art
Instagram: <https://www.instagram.com/sabbigavrailov>
Facebook: <https://www.facebook.com/sabbigavrailov>
Snap: <https://www.snapchat.com/add/sabbigavrailov>

FIND OUT MORE:
WWW.HVAF.ORG.UK/NEWS/SPONSORSHIP

WEBSITE SPONSOR



WEBSITE SPONSOR £300 / PER YEAR (APRIL - MARCH)

This Sponsorship package allows for a business's logo to be visible on the footer of the HVAF Website, with a hyperlink through to the Sponsor's own website.

WEBSITE VISITORS

The HVAF Website has over 60,000 page views every quarter. We gain between 6,000 and 9,000 new visitors over a three-month period, with over 1,500 of these returning visitors.



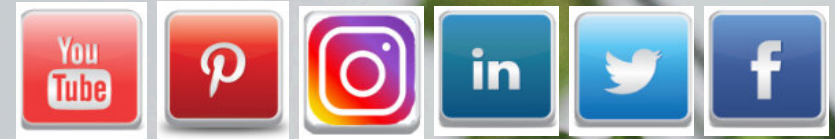
DO YOU WANT TO REACH HUNDREDS OF HERTFORDSHIRE ARTISTS?

CONNECT, SHARE AND FOLLOW

Herts Visual Arts posts across all the major social media platforms, regularly sharing event information, Member artists posts, and much more. Connect with @HVAF on these platforms, join in the chat and meet the artists.

For our events, we use special hashtags which allow our followers to find relevant information:

- Herts Visual Arts: #HertsVisualArts
- The Big Art Fair: #BigArtFair
- Herts Open Studios: #HertsOpenStudios
- Living Crafts: #LivingCraftsShowcase



CONTACT US

The best way to get in touch with us is by email. Our website, www.hvaf.org.uk, is worth a visit as it contains a lot of information for all our events, opportunities and has our fully searchable Member's Galleries

Herts Visual Arts
Harpenden Hall
Southdown Road, Harpenden
Herts, AL5 1TE

enquiries@hvaf.org.uk

FIND OUT MORE:
WWW.HVAF.ORG.UK/NEWS/SPONSORSHIP



Herts Open STUDIOS

#HertsOpenStudios

10TH SEPTEMBER - 2ND OCTOBER 2022

Call for artists

Register your interest in taking part in Herts Visual Arts Flagship event.

Artists taking part gain:

- Promotional exposure through our social media channels
- Featured in our newsletters
- Potential to be featured in our press release
- Access to use key branding materials

FIND OUT MORE:

WWW.HVAF.ORG.UK/OPEN-STUDIOS

