

**Greater Milford Area
Historical Society**
Serving Milford & Miami Township

Art Affaire is an art and fine craft show held annually the 4th Saturday of September. The outdoor event features 120 artists, strolling musicians, and food on a closed three-block section of Main Street in historic Milford, Ohio. In its 13th year, the event serves as a key fundraiser for the Greater Milford Area Historical Society (GMAHS) – a 501c3 non-profit organization.

GMAHS is actively seeking people to take on lead roles in the following Art Affaire task areas, especially going into 2019. You are welcome to join the 2018 committee and mentor in any of these areas. Or, if unsure about commitment and you have questions, Donna Amann (GMAHS administrator) and/or Mary Ward will gladly meet with you to discuss. For questions or a meeting request, email Mary at artaffaire@milfordhistory.net.

Artist Coordinator – Manage and *grow* the artists prospects list; manage call to artists process; collect, organize and acknowledge image submissions; prepare images for jury review; manage acceptance/wait-list notifications, art balancing, withdrawal and/or refund requests; monitor the Art Affaire email and respond to general artist inquiries; issue the after-show artists' survey and prepare results summary. Maintain/update the street layout, artist booth assignments and coordinate block captains. Prepare street layout taping for marking booth spaces. *This role is year-round, with activity spikes February-April (during artist solicitation); and, September (during artist confirmation and management of artists during show set-up).*

Sponsor coordinator – manage sponsor solicitation, including working with previous sponsors as well as identifying and working to attain new sponsors; send personal thank you notes to each confirmed sponsor; starting in June, send a monthly email update to sponsors on status of event; properly acknowledge sponsors based on contribution levels (on website, via FB, in news releases, etc.). Organize sponsor materials to insertion into swag bags. Art Affaire has traditionally distributed 500 swag bags at the event. *Typically, sponsor solicitation kicks off in March with plans to achieve projected sponsor financial goal by June 1.*

Promotion and publicity – prepare/issue news releases to local media; organize printing and distribution of promotional materials including flyers, postcards, etc.; organize and place event banners (also includes updating the banner inventory with current date each year, cleaning and storing banners). *This is an on-demand task.*

Website and Facebook – manage Art Affaire page on the GMAHS website; prepare and issue ongoing FB posts. Note – we have also talked about expanding social media to include other options beyond FB; however, have not moved in that direction yet. *This task requires attention during announcement of the current year's program; and, is heavy with FB postings of artists work approximately six weeks going into the show date.*

Print and premium advertising – sell advertising for the program; sell ad space on the 500 swag bags we make available that include sponsor coupons, etc. *This task kicks off in June/July with a goal of having all paid advertising in place by August 1.*

Event program – organize and work with a designer to create show program; manage printing process. Note: show program includes ensuring advertisers ads are collected, creating complete list of participating artists, and other acknowledgements. *This is a 3-4 week project to create a final show program by early September.*