



#ProfessorsNiteOut

Client Pitch

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Background

Every third Thursday of every month, three local art galleries host an art walk in downtown San Marcos.

- Rio Claro Studio
- 218 Studio Works
- Dahlia Woods Gallery

Goal

To promote the Third Thursday Gallery Walk in such a way that it becomes a more recognized event in the San Marcos community.

Objectives

- Increase social media engagement from 50 people interacting to 100
- Increase Gallery Walk attendance for November to 220 people
- Involve 10 university professors in event

Target Audience

- Texas State University professors
- Adults who enjoy the arts

Tactics

- Digital & printable flyer
- Facebook event page
- Raffle contest
- Kissing Alley highlights
 - Musician to attract passer-bys
 - Student spotlight artist

Flyer Mockup



A large white circle is centered on a background of overlapping, out-of-focus circles in shades of blue and purple. Inside the white circle, the text "Questions? Comments? Concerns?" is written in a bold, black, sans-serif font, stacked in three lines.

**Questions?
Comments?
Concerns?**