



Hello,

Thank you for your interest in partnering with the Cultural Office of the Pikes Peak Region to showcase your upcoming cultural event or activity as one of the official programming “Highlights” during Arts Month 2022. This coming October will be our 9<sup>th</sup> annual celebration of Arts Month, and we’re excited to have you join us!

### Arts Month 2022 Theme Weeks

Week 1: October 2-8  
Visual & Culinary Arts

Week 2: October 9-15  
Theater & Film

Week 3: October 16-22  
Poetry, Prose & Comedy

Week 4: October 23-29  
Music & Dance

### Here’s what the Cultural Office will do for you:

- 1) Build a dedicated “Highlights” page for your Arts Month event or activity on the [ArtsOctober.com](https://www.ArtsOctober.com) website, with a link from the 2022 Highlights directory.
- 2) Provide rotating promotion for your Arts Month event or activity on the [ArtsOctober.com](https://www.ArtsOctober.com) website in the “Explore More Highlights” section.
- 3) Promote your event or activity in Arts Month campaign e-blasts, social media, and/or other digital messaging.
- 4) Provide a financial sponsorship for your Arts Month event or activity, in exchange for your promotional support of Arts Month 2022, as described below.
- 5) Events or activities that take place during their corresponding Theme Weeks (see above) will receive additional exposure and promotion on [ArtsOctober.com](https://www.ArtsOctober.com)!

### Here’s what you’ll need to do for the Cultural Office:

- 1) Email us the digital description, details, and images for your Arts Month event or activity *as soon as possible, but at least 1-month in advance* of its October start date, so that we can build your “Highlights” page on our website.
- 2) List your event or activity on [PeakRadar.com](https://www.PeakRadar.com) (please start your event or activity description with something like “In celebration of Arts Month 2022, ...”).
- 3) Please use the Arts Month logo and other graphic assets from the online [Toolkit](#) to actively promote Arts Month 2022 to your personal and professional networks. Direct all links, posts, tweets, etc. to [ArtsOctober.com](https://www.ArtsOctober.com), and use [#ArtsOctober](#)
- 4) Participate in the closing Arts Month Evaluation Survey, and share any relevant experiences or feedback related to the 2022 campaign.

**For more info, contact Andy Vick at [andy@CulturalOffice.org](mailto:andy@CulturalOffice.org)**

(see next page for examples of Arts Month promotional support)