

We use common marketing strategies to let people know about offerings. These include e-newsletters, social media, posters, direct mailing, ads, press releases, and other promotional materials. We will be adding a special invitation to the opening reception as well as a mailing about the exhibit. We are developing a brochure and website pages highlighting the exhibit. We also have partnerships with media outlets like Woodstock Magazine that we will use to highlight the exhibit. There are other media partners that we hope to collaborate with such *Artful* and *DayBreak* to promote the exhibit. The WHC has an outdoor ArtShare Gallery which will highlight our exhibit artifacts. We have hired a professional photographer to document key artifacts for this project.

All of our marketing and promotional materials will include the list (and logos) of our sponsors and grantors.