

# Humboldt Arts Festival

Saturday & Sunday, May 15 & 16, 2010

*Promoting Community, Visual & Performing Arts in Humboldt County!*

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Dear Humboldt County business owners & Partner Organizations,

Humboldt Arts Project and Arcata Main Street are asking for your cooperation in the creation of the very first Humboldt Arts Festival, a celebration featuring the best of local Humboldt County visual and performing arts.

The festival will coincide with the H.S.U. Graduation Weekend of May 15th and 16th. An estimated six-eight thousand people visit for graduation weekend so we are expecting at least one-two thousand attendees.

The hours are Saturday from 10am-10pm and Sunday from 12pm-8pm, granting ample time to connect with the crowds of people and inform them who in the business community helped to contribute to this event. The event will be in Downtown Arcata on 10th and I Street (between 9th & 11th and H & J). We believe this will be a great opportunity for all local businesses in the area as the event's focus will be on promoting local Humboldt County art and culture.

We will be featuring a massive arts exhibit, with an immersive sculpture garden, 6 headline music and dance performances, food and drink, including beer and wine and finally the return of the Humboldt Arts Project holding receptions in its new locations at the Ironside Gallery and Robert Goodman Winery.

We feel this is a great opportunity to promote your business's support to the local community while exposing your brand to many people who will be here from out of town for the graduation. We encourage you to participate to ensure a great start at establishing a new festival in Humboldt County! An event that is dedicated to the promotion and development of the Arts and culture in Humboldt County.

**What:** The Humboldt Arts Festival is a community development benefit event for the Humboldt Arts Project and an event to stimulate the financial community in the area. The Humboldt Arts Project is the new entry into the already diverse Humboldt County arts scene and its been stirring up the community since its first event held on November 2009. The Humboldt Arts Festival's proceeds will go to fund the process of the H.A.P.'s legal transformation into an independent non-profit organization as well as for funding the Annual Humboldt Arts Festival event. The H.A.P. is partnered with Arcata Main Street for these events and looking to expand its reach into the community by becoming its own non-profit entity. One of the main goals of the H.A.P is to become an independent non-profit organization whose mission is to promote the commercial development of the visual and performing arts in Humboldt County.

**Why:** The H.A.P. has been strongly supported by many local businesses, organizations, local media, and individuals in its effort to create a connection with community and the local arts. Our three Arts! Arcata H.A.P. exhibits have been attended by over seven hundred people. The H.A.P. has been covered by every local paper, two radio stations including a morning hour show at Power 96.3fm, and various community blog interviews. We have developed a robust media rich website ([www.HumboldtArtsProject.com](http://www.HumboldtArtsProject.com)) that receives over 500 visits per month.

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The Humboldt Arts Project

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[www.arcatamainstreet.com](http://www.arcatamainstreet.com) | [www.humboldtartsproject.com](http://www.humboldtartsproject.com)

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