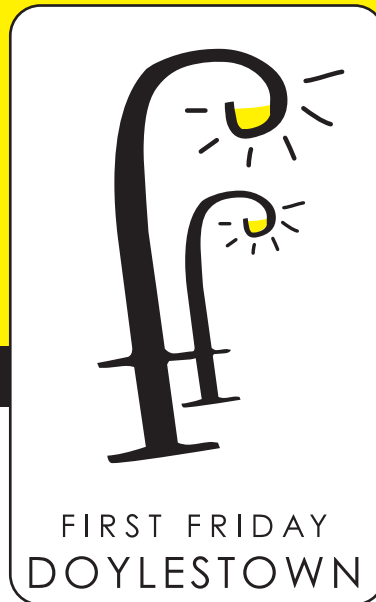


First Friday Doylestown Media Kit

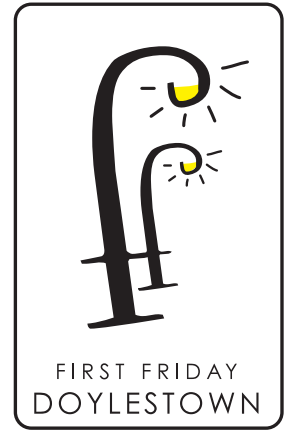
First Friday Doylestown Media Kit



P.O. Box 1170
Doylestown, PA 18901

- e-mail • info@firstfridaydoylestown.com
- web • www.firstfridaydoylestown.com

www.firstfridaydoylestown.com



P.O. Box 1170
Doylestown, PA 18901

e-mail
info@firstfridaydoylestown.com

website
www.firstfridaydoylestown.com

Dear Fellow Merchant:

It is our intention, as merchants and community members of the Doylestown Borough, to hold a First Friday celebration, each month. Our target date is August 5th, 2005. This event will be free to the public.

While the participating merchants will incur some costs, the good will and sales generated should offset those costs. We see this as an evening of celebration of the arts. It is our intention to provide the local musicians and the artists with venues to perform and exhibit work. This event will not be open to outside vendors and will not be promoted as a commercial festival. It will be advertised as an event of good will towards the artists and the community.

Details are outlined in this media kit.
We look forward to your participation.

Sincerely,
First Friday Doylestown Committee

www.firstfridaydoylestown.com

Dear Fellow Merchant:

Volunteers from our community have joined together to create a wonderful cultural and marketing opportunity for the merchants of Doylestown Borough.

We intend to hold a First Friday celebration each month, starting August 5th, 2005. This event will be free to the public.

It would be an evening celebrating the arts. Local musicians and artists will be willing to display or perform in or around your stores, restaurants, and businesses.

This event will not be open to outside vendors, and we will not promote it as a commercial festival. Instead, we will advertise it as an event of good will from the participating merchants towards the artists and the community.

We are excited to present to you our First Friday promotional package:

- Press releases and coordinated media/advertising outreach plan
- Window decals to display your support of First Friday
- Suggestions of artists and musicians to appear at your establishments
- Web site access with links to your web site sites, and free downloadable posters and bagstuffers for your establishments
- A First Friday Flag for your establishment to direct customers to "Follow the Flags" to Art and Music in your establishments
- Increased foot traffic to your stores, restaurants, and businesses.

A flag outside your store represents your commitment to extend your business hours and feature music or art in your establishment the first Friday of each month.

All we ask from you is a commitment of \$20 a month for a one year period.

Please make your donation in the amount of \$230 via our Paypal account on the firstfridaydoylestown.com website or checks payable to First Friday Doylestown. This cost will secure your participation in First Friday events 12 months. In order for us to meet our goal, we are asking for your monetary commitment by June 30th.

We look forward to working with you on this unparalleled opportunity to:

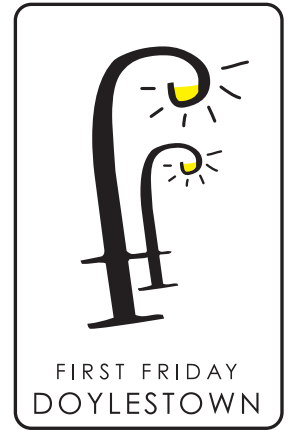
- Generate excitement for shopping in Doylestown
- Build a greater sense of community
- Foster a better appreciation for local artists and musicians
- Grow your business!

Thank you for your consideration.

We look forward to your participation, please direct all inquires to info@firstfridaydoylestown.com

Sincerely,

The First Friday Doylestown Committee



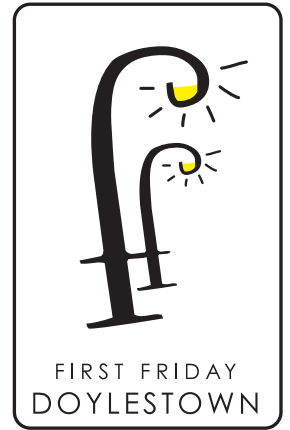
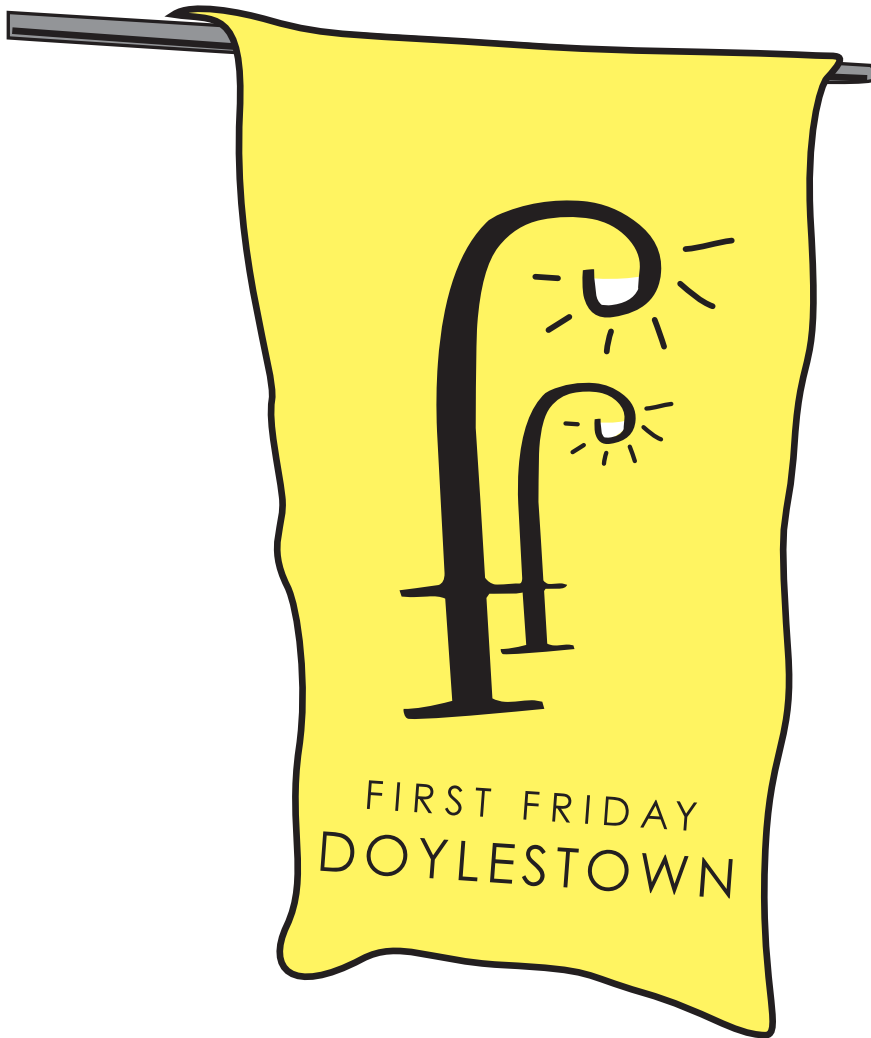
P.O. Box 1170
Doylestown, PA 18901

e-mail
info@firstfridaydoylestown.com

website
www.firstfridaydoylestown.com

www.firstfridaydoylestown.com

FOLLOW THE FLAGS



P.O. Box 1170
Doylestown, PA 18901

e-mail
info@firstfridaydoylestown.com

website
www.firstfridaydoylestown.com

www.firstfridaydoylestown.com

To increase traffic into your establishment...

You will receive a 24 x 30 First Friday Logo Flag complete with a 5 foot pole and bracket.

*Please note—that displaying the flag indicates to visitors that you are a participant in First Friday that evening. So if for any reason your artist and/or musician is unable to participate — even at the last minute — please do not display the flag. It is critical that visitors learn to associate the flags with art and music venues on First Fridays. Of course, we prefer that you find a suitable replacement but understand that it may not always be possible. You could display the flag again the following month when an artist or musician is secured.

MEDIA LIST

Media List For First Friday Doylestown

Television News Assignment Desks

KYW-TV3
WPVI-TV6
WCAU-TV10
WPHL-TV17 (WB)
WTFX-TV29 (FOX)
CN8

Radio News Assignment Desks

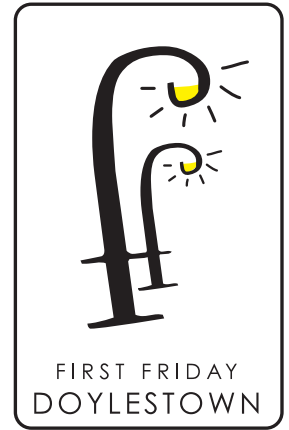
KYW-AM
WBCB-AM
WHYY-FM
WXPB-FM

Print News Assignment Desks

Advance Of Bucks County
Associated Press
Allentown Morning Call
Bristol Pilot
Bucks County Courier Times
Bucks County Herald
Doylestown Intelligencer
Doylestown Patriot
The Free Press
New Hope Gazette
Out & About (InterCounty)
Philadelphia Business Journal
Philadelphia City Paper
Philadelphia Daily News
Philadelphia Inquirer (Bucks)
Philadelphia Metro
Philadelphia Weekly
Yardley News
Bucks Magazine
Bucks County Visitors Bureau
Doylestown Borough Newsletter

Web Advertising

www.doylestownalive.com
www.firstfridaydoylestown.com
link from www.doylestownbookshop.com
link from www.womensbusinessforum.com



FIRST FRIDAY
DOYLESTOWN

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Doylestown, PA 18901

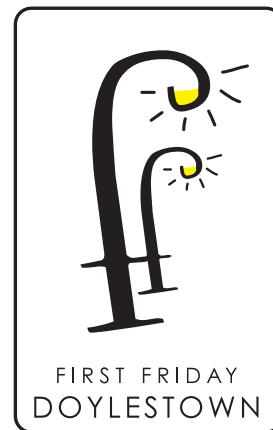
e-mail
info@firstfridaydoylestown.com

website
www.firstfridaydoylestown.com

www.firstfridaydoylestown.com

FOR IMMEDIATE RELEASE

June 10, 2005



P.O. Box 1170
Doylestown, PA 18901

e-mail
info@firstfridaydoylestown.com

website
www.firstfridaydoylestown.com

First Fridays Come to Doylestown

Follow the flags to enjoy local fine artists and musicians – free!

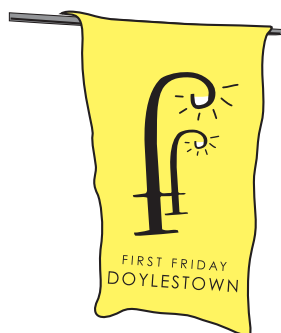
Doylestown – **Beginning August 5th, 2005**, Doylestown will hold a First Friday celebration each month, which will be **free to the public**. First Friday Doylestown offers:

- Live local music
- Exhibits of local fine artists
- Extended hours for participating merchants
- Plenty of free parking

On the First Friday of every month, Doylestown establishments will stay open late to exhibit work from local fine artists and invite you to enjoy the sounds of local musicians. It is an evening to celebrate the arts. It is Downtown Doylestown's gift to the community.

Created entirely by community volunteers, First Friday Doylestown was designed to:

- generate excitement for visiting historic Doylestown
- build a greater sense of community
- foster a better appreciation for local artists and musicians.



Area artists abound – and each month, visitors will get to enjoy the work of different artists free of charge in various venue.

Each participating venue will display a First Friday Doylestown flag outside their shops, restaurants or business so that visitors know they are open for business and entertainment. Just follow the yellow-and-black flags around town to discover a new side of Doylestown!

Media Contacts:

Krisy Paredes
215-230-7610

Maria Martino Evans
215-766-2331

www.firstfridaydoylestown.com

ADVERTISING

Advertising For First Friday Doylestown

The Intelligencer

1 ad per month for 13 months

Intercounty Newspaper

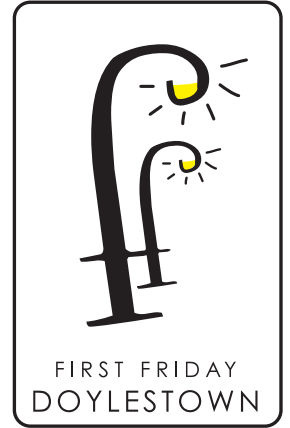
1 ad per month for 13 months

- The Patriot
- The New Hope Gazette* (will be added if participation is strong)

The Bucks County Herald*

1 ad per month for 13 months

(will be added if participation is strong)




P.O. Box 1170
Doylestown, PA 18901

e-mail
info@firstfridaydoylestown.com

website
www.firstfridaydoylestown.com


COMING THIS FRIDAY!
AND THE FIRST FRIDAY OF EVERY MONTH.



FIRST FRIDAY DOYLESTOWN

www.firstfridaydoylestown.com

FOLLOW THE FLAGS
THROUGH TOWN TO FIND MUSIC, ART AND A NEW SIDE OF DOWNTOWN DOYLESTOWN.



FIRST FRIDAY DOYLESTOWN

YOUR NIGHT • YOUR TOWN

COMING THIS FRIDAY!
AND THE FIRST FRIDAY OF EVERY MONTH



FIRST FRIDAY DOYLESTOWN

www.firstfridaydoylestown.com

On the **FIRST FRIDAY** of every month, participating merchants will be staying open late to exhibit work from local fine artists and invite you to enjoy the sounds of local musicians.

FOLLOW THE FLAGS through town and discover a new side of Doylestown



FIRST FRIDAY DOYLESTOWN

YOUR NIGHT • YOUR TOWN

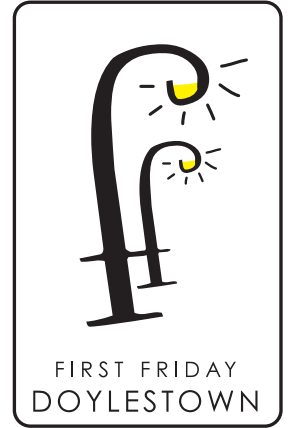
www.firstfridaydoylestown.com

Slide advertising the event at the county Theatre.

ADVERTISING

Advertising to better assist you...

Available by FREE download on
www.firstfridaydoylestown.com



P.O. Box 1170
Doylestown, PA 18901

e-mail
info@firstfridaydoylestown.com

website
www.firstfridaydoylestown.com

COMING THIS FRIDAY!
AND THE FIRST FRIDAY OF EVERY MONTH.

On the **FIRST FRIDAY** of every month, participating merchants will be staying open late to exhibit work from local fine artists and invite you to enjoy the sounds of local musicians.

FOLLOW THE FLAGS through town and discover a new side of Doylestown!

YOUR NIGHT • YOUR TOWN

www.firstfridaydoylestown.com

Store Posters

COMING THIS FRIDAY!
AND THE FIRST FRIDAY OF EVERY MONTH.

On the **FIRST FRIDAY** of every month, participating merchants will be staying open late to exhibit work from local fine artists and invite you to enjoy the sounds of local musicians.

FOLLOW THE FLAGS and discover a new side of downtown Doylestown.

YOUR NIGHT • YOUR TOWN

www.firstfridaydoylestown.com

Bag Stuffers

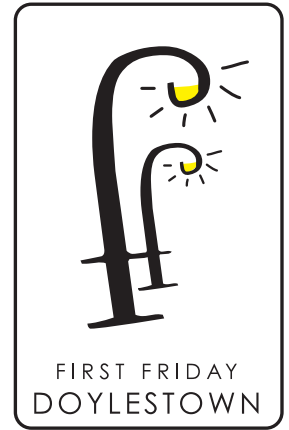
www.firstfridaydoylestown.com

ART & MUSIC STRATEGY

Tips for bringing Art and Entertainment to your Retail Location, Restaurant or Establishment

First Friday brings people to town with the promise of new things to see and hear each month. Your establishment's commitment to providing a new monthly feature artist is vital to our ongoing success. Below are listed a few tips to keep new art and or music at your location:

1. If you don't know an artist or musician, use the First Friday website to help you find someone to work with.
2. Some artists will want you to have their art on display for an extended period of time, others may be fine for just an evening or the weekend. Be prepared to have a time frame that will work for your location.
3. You and the artist can decide if the work is "for sale" and whether your business gets a commission. For example, art on display for several weeks may be commissionable if your staff and studio help generate sales.
4. Decide where you will put the art or artist.
5. Plan 2 month's worth of First Fridays art or music. After the 1st month, plan out another 2nd month. Since we are hoping for 40 + participants carrying art in their stores, you don't want to wait until the last minute to find your exhibit.
6. View the art. Ask for a website where the art is displayed. Plan to meet the artist and their work beforehand. Art is not one-size-fits-all. Make sure you are comfortable with what you are displaying.
7. Ask for a demo from the musicians. Don't count on the artist telling you they're great!
8. You can tip the musicians at your location or pass around a tip hat as they play as a "thank you" for their performance.
9. Seek out more artists on your own. Give out your business card, get the word around. Most artists have been very receptive and will pass on your name and contact information.
10. The next two pages are artists and musicians that have expressed an interest in First Friday. We believe the list will grow rapidly in the future. We will update the website with new artists and musicians as they become available. If you have any questions, e-mail us at info@firstfridaydoylestown.com —we'll help in any way we can.



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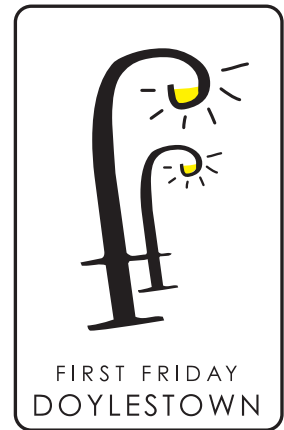
www.firstfridaydoylestown.com

PARTICIPATING MUSICIANS

Listed below is a sampling of musicians willing to participate in First Friday Doylestown. Feel free to contact them if you are interested in having them perform in or outside your establishments.

*Please Note—This list is just a starting point. We encourage you to engage the highest quality of artists (musicians), but please make sure that you review their work thoroughly because it reflects not only Doylestown but your establishment. Please feel free to work with the artists (musicians) to see what works for both of you in terms of space and set-up needed, duration of exhibit, and distribution of promotional materials before and during First Friday.

We recommend that all displays and musicians begin at 7 and continue at least until 10.



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e-mail
info@firstfridaydoylestown.com

website
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BAND	CONTACT	EMAIL/WEBSITE	TYPE OF MUSIC	DEMO AVAILABLE
Cynthia Reese	215.534.0923		singer-songwriter/folk	very good available soon
Stephen the Storyteller		215.622.5540	stephenthestoryteller@verizon.net	folk
at Siren or on request				
Chris Blasucci	267.968.5809		singer-songwriter/jazz	available soon
Matt Taylor / Aderbat		610.730.2568	wxpn rock	at
Siren or on request				
Damien De Rose	215.630.3129	damienderose@comcast.net		experimental electric
rock	at Siren or on request			
		thatworksrecords.com/peasant		
Allen Marks	215.591.9899	www.allenmarks.com	adult contemporary	at Siren or on request
Cody Moniot	215.340.9441	(care of Kathy Moniot)	jam band / folk	available soon
atarax	through Myspace		www.myspace/atarax	electronic on Myspace
witness	through Myspace		www.myspace/witness	hip hop on Myspace
wayne junction	info@waynejunction.com		www.waynejunction.com	rock & roll
on website				
Eripa	on website	www.eripa.com	electronic	on website
			(recorded music to be played in the store. Not live music...)	
Mike Lorenz	215.208.0507		jazz guitar very good!	at Siren or on request
Chris Covatta	215.990.1586	cflat1@hotmail.com	jazz	available soon
gringo motel	daniel@thebobgreene.com		www.gringomotel.com	rock infused w/ country
on website				
Sweet Harmony	215-348-1658	Debbie	Scarlett Foster	women's a capella music
Krista Parrish	www.kristaparrish.com		www.kristaparrish.com	Featured on WXPN see
website				
Bill Holt	215-622-4992		Folk/Blues	please call
lucas joseph	215.813.1048	http://www.lucasjoseph.tk/		guitar & piano based
pop				
cakewalk/mike klophaus		clash611@earthlink.com	www.cakewalk.tk	
illirnis	chris 267.481.1744		www.illiniostheband.com	rock & roll.
played at the cigar parlor				

www.firstfridaydoylestown.com

PARTICIPATING ARTISTS

Listed below is a sampling of artists willing to participate in First Friday Doylestown, Feel free to contact them if you are interested in displaying work in your establishments. We encourage you to be diligent in choosing art that holds true to the high standards of your establishments.

*Please Note— It is standard to display work based on a 20% commission, however this agreement is entirely up to the participating artists and should be negotiated on a one on one basis. Display of work is an individual decision and can range from 1-20 days.

Phillip Singer—painter 215-230-8315

Denise Callahan Smith—painter 215-297-8662

Katia McQuirk—clay artist 215-345-1086 Cell 267-716-0392

Lisa Naples—www.lisanaples.com Functional Pottery 215-340-0964

Joan Menapace—ceramics, prints, paintings 215-794-3384

STONEBARN PHOTOGRAPHY—Euclides Santiago Tel 215.766.9499
Cell 917.405.2106 euclides@stonebarnphotography.com www.stonebarnphotography.com

Donna Wooley—pen & ink drawings 267-718-1459

Sue Springer—will call back - mixed media artist 215-266-2830

John Huber—oil, pastel and pencil www.huberific.com 215-378-0433

Hanneke de Neve—oils and fabric 609-695-6366

Myra Landis—ceramic sculpture 267-249-2245

Chris Whitney photographs—215-340-1921

Darlisa Padgett oil paintings—215-862-3948

Mike Stack— ceramic artist, has jpeg photos for viewing 215-290-3756

Center for Emerging Artists—215-546- 7775

John Huber 215 378-0433 Oil pastels & pencils/photography/ www.huberific.com

Kathy Moniot—215 340-9441 painting kathy@kathymoniot .com

Nancy Reilly—610 864-3277 Photography nir@rainbowphotoart.com

Alexandra Konowalczyk—215-249-0563 Photo Ceramics Painting

Rene Bures —215 262-4443 www.alchemyopenstudio.org

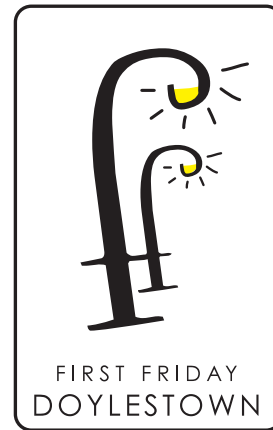
Sue Ann Rainey—Local fine art photography, 267-614-6076,
sarainey@yahoo.com

Ezi Algazi—Fine Art Studio—email eziamy@comcast.net or http://ezistudio.home.comcast.net

Micheline Gauron— watercolorist - 215-248-1739

Jo-Ann Osnoe— watercolorist -215-428-1816 jo-ann@john-ennis.com

Amy Kosh—Photographer, Landscapes, 215.262.4783 artmindus@yahoo.com



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Lisa Naples



Euclides Santiago

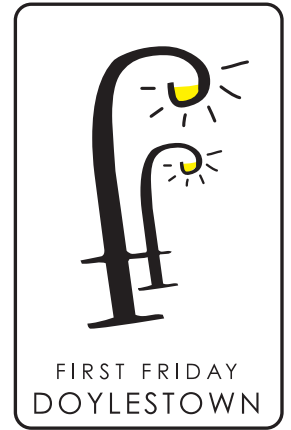
SUPPORTIVE WINDOW DECALS



Be a proud participant and increase traffic in your establishment by displaying this window decal on your door or window.



Establishments that do not wish to participate during the late night event, but would like to show their support for First Friday can be a proud sponsor by displaying this window decal.



P.O. Box 1170
Doylestown, PA 18901

e-mail
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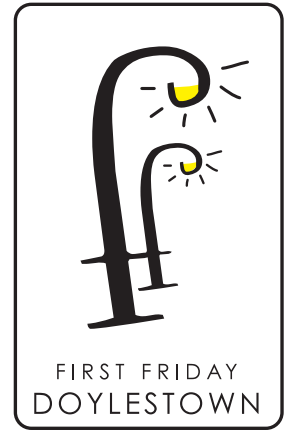
website
www.firstfridaydoylestown.com

www.firstfridaydoylestown.com

FIRST FRIDAY WEBSITE

The First Friday Doylestown website will link from the Doylestown Alive website which gets 12,000 visitors per week.

It will also allow you to download free promotional materials and list your establishment as a proud supporter of First Friday Doylestown.

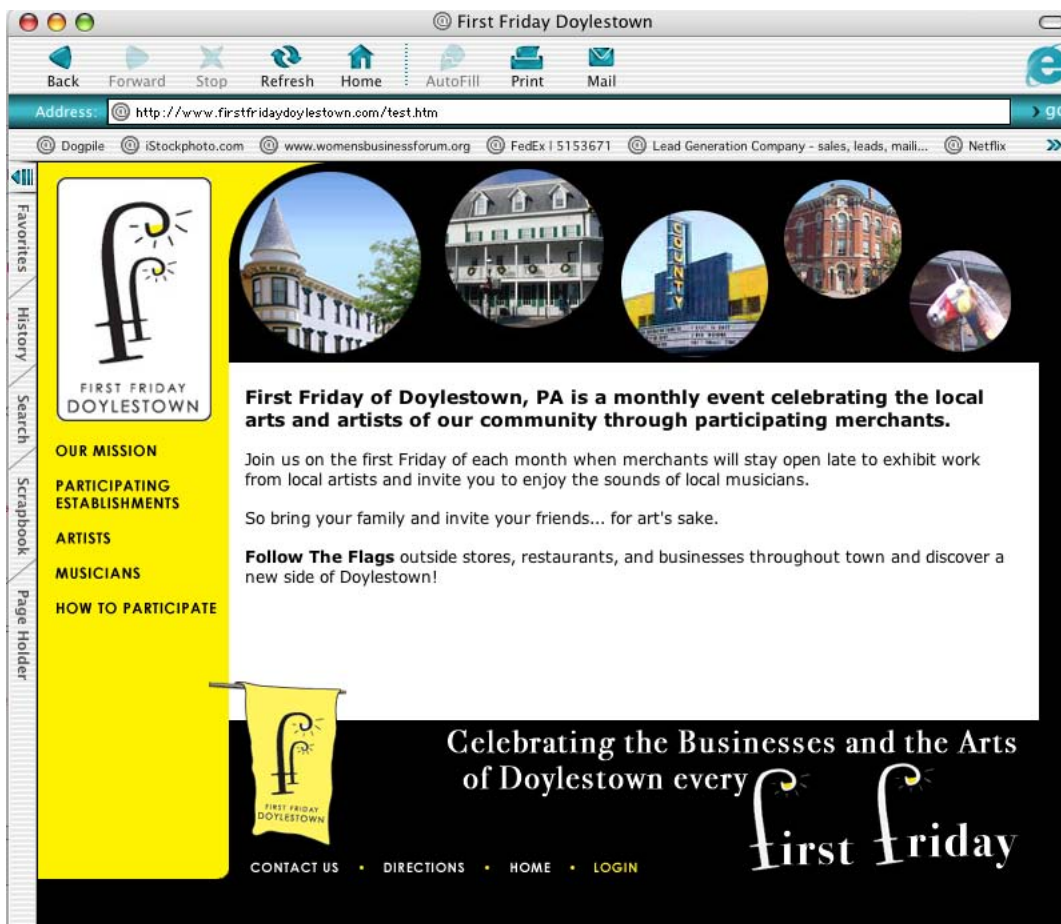


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info@firstfridaydoylestown.com

website
www.firstfridaydoylestown.com

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HOW TO PARTICIPATE

Option 1

Log on to www.firstfridaydoylestown.com

There is an online form, and Paypal account on the website that will require a payment of \$230. This insures your full participation in First Friday for one full year. You will receive an e-mail confirmation for your records.

Option 2

Please fill out the form below and make Checks payable to First Friday Doylestown in the amount of \$230. The checks can be given to any First Friday Committee member or mailed to First Friday Doylestown P.O. Box 1170 Doylestown Pa, 18901

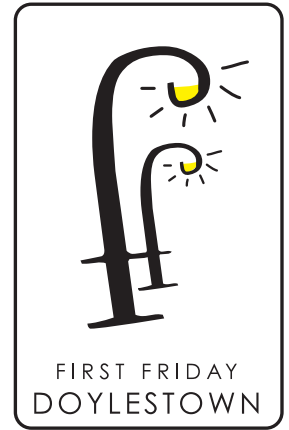
Option 3

(Sponsorship Level)

If you do not wish to participate by extending your store hours or own an establishment that cannot easily accommodate art or music, you may still be a business sponsor of First Friday by making a monetary donation of \$100. You will receive a window decal to declare your support of this community event.

Thank you very much, and we look forward to seeing you on the First Friday of every month!

Sincerely,
First Friday Doylestown Committee



P.O. Box 1170
Doylestown, PA 18901

e-mail
info@firstfridaydoylestown.com

website
www.firstfridaydoylestown.com

Doylestown First Friday

Name

Business Name

Street Address

City - State - Zip

Phone

E-mail

Web-site Address

YES, I would like to participate in First Friday Doylestown. I understand that I need to make a commitment to have art and/or music in my establishment and to extend my hours on the First Friday of every month for a one year period.

Enclosed is my check for \$230. This includes my membership for one full year.

NO, I dont want to participate however I would like to be a business sponsor of First Friday Doylestown, enclosed is my check for \$100.