



2019 ASPRA*tions Award Entry

Category: Publications and Electronic Media, Multimedia Marketing Campaign

Entry Title: Dysart Festival of the Arts Event

PURPOSE: As one part of the “3 A’s”, Arts, focus in our district, the Dysart Festival of the Arts promotions and marketing materials were targeted to community members to advertise the event to all stakeholders in the Dysart Unified School District community. This event was an opportunity to celebrate the artistic achievements of our students to the community at large.

WHERE/WHEN IT’S BEING USED: Promotions included a Surprise Today newspaper ad, Festival of the Arts Website promotions, Twitter and Facebook Ads, Autodialer/email/text to parents, Banners, Event Flyer, Posters, Press Release, and a community mailer specifically targeted to those living in retirement communities. Additionally, a video highlight was created after the event to further promote on social media.

TARGET AUDIENCE: The target for the audience included parents, students, community members, volunteers and specific stakeholders in the retirement areas near our schools. Each marketing piece was tailored to a specific audience.

HOW IT’S SUPPORTING EFFECTIVE COMMUNICATION: The multimedia marketing campaign supported communications in the Dysart Unified School District by providing effective strategies to advertise the specific event to our community thus bringing all stakeholders together in one day to celebrate the arts in Dysart Unified.

OUTCOMES ACHIEVED: The inaugural Dysart Festival of the Arts was a huge success and showcased our talented and artistic students. More than 4,000 stakeholders attended the festival with parents, students with many sharing that they look forward to participating in the event in years to come.

Video Highlight: <https://www.youtube.com/watch?v=9ymGYKzvdys>

Event Photos: <https://video.dysart.org/PhotoGallery/OneGallery.aspx?id=1259&siteID=33>

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Governing Board: Dawn Densmore, Jay Leonard, Christine A.K. Pritchard, Traci Sawyer-Sinkbeil, Jennifer Tanner



Event Logo:



Banner:



Social Media Ad:



Join us for FREE performances on multiple stages, 2D and 3D artwork, arts and craft fair, chalk exhibit and more!



SAT, APR 20
Dysart Festival of the Arts
Valley Vista High School · Surprise, AZ
353 people interested · 174 people going

★ Interested

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Flyer:



Newspaper Ad:



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