



# *artopia*

Wednesday, February 17, 2010

Project One Gallery





## **Facts & Figures**

- Held Wednesday, February 17, 2010
- Times:
  - Open Bar 6:00pm-7:00pm
  - General Admission with free hors d' oeuvres 6:00pm-10:00pm
- Attendance: 400
- 12 MasterMind finalists (3 received a grant for \$2500 each)
- Two Blue Moon painted ladies by Ian Ross
- Communal art project with Jenn Farmer and Paolo Salazar
- Live music by DJ Marc D
- Live performance art by RawDance
- Proceeds benefited the Masterminds of 2011





## **Sponsorship Benefits**

- Logo inclusion on all print ads
  - 01/13/10: Quarter page, Color
  - 01/20/10: Full page, Color
  - 01/27/10: Two Quarter pages, Color
  - 02/03/10: Two Full pages, Color
  - 02/10/10: Two Quarter pages, Color
  - 02/17/10: Two Full pages, Color
- Logo inclusion on online banner ads 200,000 impressions from 1/21/09 – 2/17/10 Leaderboards, skyscrapers
- Logo inclusion on online splashpage from 1/11/10-2/17/10
- Logo inclusion on all event invitations
- Mention in all press releases
- Mention in all online postings
- Mention in all email blasts sent once a week from 1/20/10-2/17/10
- Opportunity to sample product onsite to a desirable demographic
- Banner presence inside venue
- Invitations for staff, suppliers, clients
- Onsite access for Street Team or Promotional Models
- 4ft sponsor table onsite
- Mentions at the event during MasterMinds presentation



## Online Ads

A vertical banner with a blue background and white text. At the top is the "SF WEEKLY" logo. Below it is the "artopia" logo. The main text reads: "Support Your Bay Area Artists at the 3rd Annual Artopia 2010!". Below that is a call to action: "Click here for Tickets". Further down is the date and location: "Feb. 17 at Project 1 251 Rhode Island St". At the bottom is a row of logos: Mastermind 2010, sfai, DonQ, BLUE MOON, BLICK art materials, Parkmerced, and Tallulah Wines.

**SF WEEKLY**  
**artopia**  
**Support Your Bay Area Artists at the 3rd Annual Artopia 2010!**  
**Click here for Tickets**  
**Feb. 17 at Project 1**  
**251 Rhode Island St**  
Mastermind 2010 sfai DonQ BLUE MOON BLICK art materials Parkmerced Tallulah Wines

Skyscraper



Button

A horizontal banner with a blue background. On the left is the "artopia" logo. To its right is a row of logos: Parkmerced, Tallulah Wines, BLUE MOON, BLICK art materials, sfai, Mastermind 2010, and DonQ.

**SF WEEKLY****artopia** Parkmerced Tallulah Wines BLUE MOON BLICK art materials sfai Mastermind 2010 DonQ

Leaderboard

A horizontal banner with a black background and white text. It reads: "3rd Annual artopia February 17 at Project One Gallery".

3rd Annual **artopia** February 17 at Project One Gallery

Pencil

A horizontal banner with a blue background. On the left is the "artopia" logo. To its right is the text: "Get Your Tickets to the 3rd annual Artopia 2010!".

**SF WEEKLY****artopia** Get Your Tickets to the 3rd annual Artopia 2010!





## Spalsh Page



# artopia

*An evening of Bay Area music, art, film, fashion and culture.*

SF Weekly will be awarding  
local artists with grants of up to \$2500!

Wednesday February 17, 6-10pm

*Come Experience:*

2010 Masterminds Art Exhibit | Music by DJ Marc D  
Communal Art Project with Jenn Farmer and Paolo Salazar  
Beautiful painted ladies by Ian Ross

*Project One*

251 Rhode Island Street

Hosted Open Bar 6-7pm  
Complimentary Hors d'oeuvres

*Click Here for Tickets*

Must be 21+ | Proceeds will go towards MasterMinds 2011  
For more information please visit [SFWeekly.com](http://SFWeekly.com)





## E-newsletters

Artopia was a featured event in many of our e-newsletters, including our most popular Promo Newsletter and Weekly Fix.

This is a screenshot of the 'SF WEEKLY PROMO NEWSLETTER'. The header features the SF Weekly logo and the title 'PROMO NEWSLETTER'. Below this, a large banner for 'NOISE POP Presents YOKO ONO PLASTIC ONO BAND' is shown, listing 'With CORNELIUS, YUKA HONDA and SEAN LENNON' and 'THE FOX THEATER OAKLAND February 23rd DEERHOOF'. The main body is divided into three sections: 'FEATURED EVENT' for 'THE CAUCASIAN CHALK CIRCLE' at the American Conservatory Theater, 'WANT MORE' with a link to email newsletters, and 'FREE STUFF' featuring a contest to win free tickets to the Chalk Circle. A 'WEEKLY PROMOTIONS' section at the bottom promotes 'Artopia 2010!' on Wednesday, February 17th, with details about pre-sale tickets, local artists, and a contest. A 'CHECK OUT MORE' link is at the bottom left.

This is a screenshot of 'SF weekly.com The Weekly Fix'. The header includes the SF Weekly logo and the title 'The Weekly Fix'. Below the header, it says 'Best things to do in San Francisco from February 11 - 17, 2010'. A 'NOISE POP' banner for 'FEBRUARY 23 - MARCH 1 2010 - SAN FRANCISCO, CALIFORNIA' lists 'YOKO ONO PLASTIC ONO BAND . MAGNETIC FIELDS' and 'THE DODOS &amp; MAGIK MAGIK ORCHESTRA . !!! . AND MORE'. The main content is for 'Wednesday, February 17', featuring a small 'artopia' logo and a table with event details: 'Artopia' on 'Wed., February 17, 6:00pm-10:00pm' at 'Project One' for '\$5-\$10'. A short description follows: 'Support your fellow Bay Area artists tonight as SF Weekly hosts Artopia 2010, a night of art, music, fashion, and culture from 6-10 p.m. at Project One. (Also on tap ... More&gt;&gt;'.



## Invitations



**artopia**

You and a guest are invited to a night filled  
with art, music, film, fashion and culture.  
SF Weekly will be showcasing emerging Bay Area artists.

**Wednesday, February 17, 6-10pm**  
Project One | 251 Rhode Island Street

*2010 MasterMind Art Exhibit | Music by DJ Marc D | Live Communal Art Project*  
Hosted open bar 6-7pm  
Complimentary hors d'oeuvres  
Raffle prizes and much more!  
Must be 21+ to party



*Our MasterMinds of 2010*

|  |  |   |
|--|--|---|
| <b>Andrew Schoultz</b><br>Visual Art<br><a href="http://AndrewSchoultz.com">AndrewSchoultz.com</a> | <b>Kate Mitchell</b><br>Fashion<br><a href="http://katemitchell.org">katemitchell.org</a>        | <b>Packard Jennings</b><br>Visual Art<br><a href="http://centennialsociety.com/durham.html">centennialsociety.com/durham.html</a> |
| <b>Dennis Ruel</b><br>Film<br><a href="http://dennisruel.com">dennisruel.com</a>                   | <b>Lucy Puls</b><br>Visual Art<br><a href="http://lucypuls.com">lucypuls.com</a>                 | <b>Phillip Hua</b><br>Visual Art<br><a href="http://www.philliphua.com">www.philliphua.com</a>                                    |
| <b>Gavin Worth</b><br>Visual Art<br><a href="http://gavinworth.com">gavinworth.com</a>             | <b>Mary Van Note</b><br>Performance/Film<br><a href="http://maryvannote.com">maryvannote.com</a> | <b>RawDance</b><br>Performance/Film<br><a href="http://rawdance.org">rawdance.org</a>   |
| <b>Joshua Hagler</b><br>Visual Art<br><a href="http://joshuahagler.com">joshuahagler.com</a>       | <b>Misako Inaoka</b><br>Visual Art<br><a href="http://misakoinaoka.com">misakoinaoka.com</a>     | <b>Tabitha Soren</b><br>Visual Art<br><a href="http://www.tabithasoren.com">www.tabithasoren.com</a>                              |





## Print Ad



# artopia

*An evening of Bay Area music, art, film, fashion and culture.*

SF Weekly will be awarding  
local artists with grants of up to \$2500!

**Wednesday February 17, 6-10pm**

*Come Experience:*

*2010 Masterminds Art Exhibit | Music by DJ Marc D  
Communal Art Project with Jenn Farmer and Paolo Salazar  
Beautiful painted ladies by Ian Ross*

*Be seen at:*

**Project One**

**251 Rhode Island Street**

*Enjoy:*

**Hosted Open Bar**

**Complimentary Hors d'oeuvres from Kung Fu Tacos, Whole Foods, Cinnaholic  
and more**

*React:*

**Tickets on sale NOW at  
[www.sfweekly.com/artopia](http://www.sfweekly.com/artopia)**

*Must be 21+ | Proceeds will go towards MasterMinds 2011  
For more information please visit [SFWeekly.com](http://SFWeekly.com)*

LikeMe.Net

WITTY  
SPIRITS

BLICK  
art materials

MISSION MINIS  
SAN FRANCISCO

Masterminds

BLUE MOON

p1  
PROJECT ONE  
ARTIST SPACE

Parkmerced

sfa  
SAN FRANCISCO  
ART INSTITUTE  
since 1977

Tallulah  
Wines

DonQ

Cancer Fund of America, Inc.



# artopia

## Online Promotions

Meetup Find a Meetup Group Start a Meetup Group

### SF Weekly's Signature Events

Home About Meetups Ideas Members Photos Discussions More



**SF WEEKLY**  
San Francisco, CA

★★★★★ 141 Comrades  
(2 comments)

Meetups 1 so far Founded February 3, 2010

Organizer: Melissa email me

This Meetup Group is about...

Art Foodie Art Gallery

Charity Events and Fundra...

Local Art Events Live Music

San Francisco Events

Local Events and Festival...

Art Gallery

10 Meetup Groups worldwide

2 Meetup Groups near you

I'm interested in this! We'll email when groups start nearby.

### The 3rd Annual Local SF Art Show, Artopia 2010 February Meetup

**Feb 17**  
Wed 6:00 PM

**Location**  
Project One  
251 Rhode Island St.  
San Francisco, CA 94103  
(415) 465-2129

**How to find us**  
"Just ask for Melissa Glass at the check-in table."

**Estimated attendance**  
400 people attended.  
★★★★★ (2 ratings)

**Who organized?**  
Melissa

**Price**  
\$10.00 per person  
refund policy

Come and support your fellow Bay Area artists on Wednesday, February 17 for a night of art, music, fashion and culture (6-10pm). Not to mention the complimentary hors d'oeuvres and Hosted Open Bar, beautiful body painted ladies by Ian Ross, communal art project with Jenn Farmer and Paolo Salazar, music by DJ Marc D, multiple vendors and so much more!

SF Weekly will be hosting Artopia to showcase the MasterMinds of 2010! The 12 finalists will have their work on display at Artopia, with... Read more

**p1**  
project one  
p1sf.com

### Photos of this Meetup

No photos yet.

### Talk about this Meetup



Posted Feb 10, 2010 8:06 PM  
**Po Yi**

**FUN@HEAPSF** Johnny's Guide to San Francisco for cheapskates

HOME ABOUT FUN@HEAPSF DEALS & DISCOUNTS SUBMIT EVENT SUBSCRIBE UPCOMING EVENTS

Home » Art & Museums, Free Food, San Francisco, Top Pick

### SF Weekly's Artopia 2010 | Potrero Hill

Wednesday, February 17, 6:00 pm to 10:00 pm | Cost: \$5\*  
Project One Gallery | 251 Rhode Island Street, San Francisco, CA

No Comment

If you are new to FuncheapSF, you might want to [sign up for our Email Newsletter](#) to get the latest fun & cheap event listings delivered to your inbox.

Powered by 10T Street Art WoodFrame Photo

Come and support your Bay Area artists on Wednesday, February 17 for a night of art, music, fashion and culture (6-10pm).

The 3rd Annual "Artopia" event features complimentary hors d'oeuvres from Cinnaholic, Whole Foods and Mission Minis, hosted Open Bar with Don-Q Rum and J. Witty Spirits from 6-7pm, beautiful body painted ladies by Ian Ross, communal art project with Jenn Farmer and Paolo Salazar, music by DJ Marc D, multiple vendors and so much more.

**SF Weekly's Artopia 2010** - \$10  
Wednesday, February 17, 2010 - 6pm to 10pm  
Free hors d'oeuvres, Open Bar (6p-7p), live art, Painted Ladies, DJs

An evening of Bay Area music, art, film, fashion and culture.  
SF Weekly will be awarding local artists with grants of up to \$2000.  
Wednesday February 17, 6-10pm

**TownHog**  
Do the things you love in San Francisco for 50-90% less.

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Each week we'll send you our top picks for the best free and cheap events in the SF Bay Area along with exclusive ticket contests just for email subscribers!

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Locations  
East Bay  
North Bay

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**DAILY CANDY**

San Francisco Edition

FASHION  
BEAUTY  
DEALS  
CULTURE

FOOD & DRINK  
HOME & GARDEN  
TRAVEL  
GIFTS



### VISUALIZE

#### Artopia at Project One

**What:** Celebrate local artists with a communal art effort, painted ladies, multiple vendors, and a live DJ.

**Why:** An open bar and free snacks, 6-7 p.m.

**When:** Wed., 6-10 p.m.

**Where:** 251 Rhode Island St., b/t 15th & 16th Sts.

(415-935-0904). Tickets online at [snagtickets.com](http://snagtickets.com).





## Online Promotions

facebook

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Search

Q

ARTOPIA 2010

Type:

Music/Arts – Exhibit

Date:

Wednesday, February 17, 2010

Time:

6:00pm – 10:00pm

Location:

Project One Gallery

Street:

251 Rhode Island Street

City/Town:

San Francisco, CA

View Map

Description

Come out and enjoy an evening of Bay Area Music, Art, Film Fashion and Culture!

SF Weekly will be awarding local artists with grants of up to \$2500!

SAVE THE DATE: Wednesday, February 17, 2010  
TIME: 6–10pm  
WHERE: Project One Gallery in SoMa

Experience music by DJ Marc D, the 2010 MasterMinds Art Exhibit, a communal art project with Jenn Farmer and Paolo Salazar, beautiful painted ladies by Ian Ross, complimentary hors d'oeuvres, raffle prizes, multiple vendors, and much more!

Don't miss the hosted open bar from 6–7pm, so come early, and then stay late!

Tickets are on sale now at:  
[www.sfweekly.com/artopia](http://www.sfweekly.com/artopia)  
and at the door for \$10.  
Proceeds will go towards funding the Masterminds grants of 2011.

You must be 21 or over to party.

SF Weekly Artopia is sponsored by: Blue Moon, Blick Art Supplies, ParkMerced, Don Q Rum, Cancer Fund, Children's Wish Foundation, J. Witty Spirits, Liba SF, sfai and Tallulah Winery.

For more information, please visit [www.sfweekly.com](http://www.sfweekly.com).

Confirmed Guests

This event has 114 confirmed guests [See All](#)

Brian Kienitz

Gil Padia

Aurora Wood

Claire O'Neill

Kurtis Barton

Scott Ericson

Ally Roarty

Melissa White

Photos

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+

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Your RSVP

☐
Attending

☐
Maybe Attending

☐
Not Attending

Other Information

Guests who are not attending are hidden on the guest list. Guests are allowed to bring friends to this event.

Other Invites

Maybe Attending (112)

[See All](#)

Andrew Turner

Brady Rice

Brian Moss

Awaiting Reply (311)

[See All](#)

Katie Sunderbruch

José Luis

Josette Melchor

Event Type

This is an open event. Anyone can join and invite others to join.

## Other websites:

SFstation.com

Eventful.com

P1sf.com

Craglist.com

Backpage.com

Zvents.com

Yelp.com

Going.com

Eventguide.com

TweetVite.com

Twitter.com

RadioAlice.com

PlanCast.com

LikeMe.net

LaughingSquid.com

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# artopia

## Event Pics

