ARTS DAWGS

ArtsUW partners with arts units to offer all Husky fans an opportunity to experience the arts as an insider. What do we call that? An Arts Dawg!

GOALS AND OBJECTIVES

- Increase promotion for Arts Dawg receptions
- Enhance the Arts Dawgs brand and open it up to the community
- Organize receptions around campus-based arts events that have UW connections to attract younger audience (e.g., Golds, 50 y.o.)
- Increase awareness of arts-related events on campus and increase ticket sales
- Utilize existing arts events across all units

ARTUW IN NUMBERS (per year)

- More than 280 performances
- 60 exhibitions
- 100 public programs
- 50,000 Henry Art Gallery visitors
- 115,000 Burke Museum visitors

MARKETING EFFORTS

- In an effort to support collaborative marketing across units, ArtsUW matches arts units’ contributions in a cooperative advertising budget.
- The budget is used to:
  - Drive people to the ArtsUW website and sell tickets
  - Build the ArtsUW brand in the Seattle community
  - Engage people with our social media and department websites

COLLABORATIONS

- In addition to the paid advertising, ArtsUW partners with various campus entities to produce:
  - Monthly ArtsUW Spotlight Newsletter
  - 120,000 emails sent quarterly
  - Weekly Arts Roundup in UW Today
  - 45,000 emails weekly
  - Partnership with Residence Hall Themed Communities
  - College-wide arts Campaigns (2014. Mad Campus; 2013 Rite of Spring)

PERKS FOR ATTENDEES

- receptions open to everyone
- Arts Dawg swag for attendees
- Ticket giveaways
- Information on upcoming events

ARTSUW.ORG

With all UW arts events under one brand, we needed a place to put them. ArtsUW.org is a one-stop shop, allowing visitors to purchase tickets to events on campus, discover upcoming exhibitions, and learn about various free events. In addition, the website was designed in conjunction with the College’s department web framework project, thereby further streamlining the ticket-buying experience from department websites.

HIGHLIGHTS (Oct. 1-Dec. 21, 2014)

- $160,190 in ticket sales
- 5,128 tickets sold
- 136,363 pageviews

JOIN THE PACK. BE AN ARTS DAWG