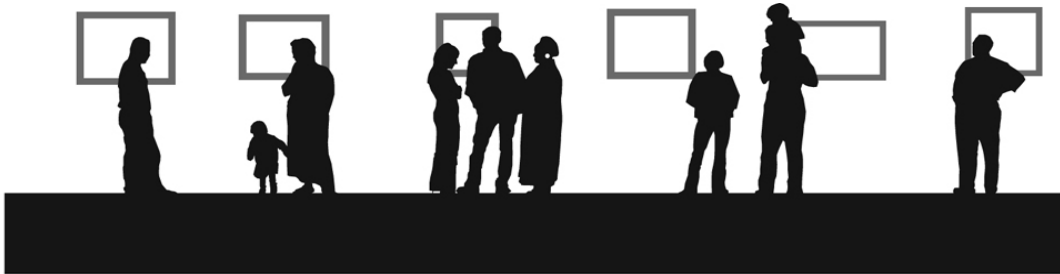


GALLERY NIGHT

Sponsored by the Madison Museum of Contemporary Art



What is Gallery Night?

Gallery Night is a long-time Madison arts tradition sponsored by the **Madison Museum of Contemporary Art (MMoCA)**. Showcasing the city's vibrant visual arts community, Gallery Night offers patrons an opportunity to enjoy a wide variety of exhibitions, opening receptions, and special events while promoting participating venues—all on one night!

When is Gallery Night?

Gallery Night occurs twice a year on the first Fridays of May and October.

Fall Gallery Night will take place on Friday, October 1, 2010, from 5-9 pm.

How does my organization benefit from participation in Gallery Night?

Gallery Night is an excellent opportunity to promote your organization and emphasize your support for the arts while reaching a large and diverse audience. Gallery Night offers promotional exposure for participating venues, and fosters excitement for the Madison arts scene while highlighting its many unique members.

How is Gallery Night publicized?

A full-page Gallery Night ad will appear in *Isthmus* with participating venues identified on a map accompanied by a list of venues and their descriptions. All participants will be posted on the Madison Museum of Contemporary Art's website with links to venue web sites or email addresses. MMoCA staff will contact local media for publicity.

A four-color Gallery Night brochure listing participants will be distributed to more than 2,000 households in the Madison area—including MMoCA's entire membership base as well as university departments, libraries and other public locations. As a participant, you will receive Gallery Night brochures to distribute to your own clients, as well as a Gallery Night flyer.

Note: You are welcome to promote Gallery Night related events. Please refer to the event as Gallery Night, sponsored by the Madison Museum of Contemporary Art.

How can I learn more about Gallery Night?

If you have questions about Gallery Night, call the Madison Museum of Contemporary Art, 608.257.0158 or email meg@mmoca.org.

GALLERY NIGHT APPLICATION

October 1, 2010

Please complete this form and return it with payment to the **Madison Museum of Contemporary Art**. You may also fax it to 608.257.5722 or email your information to meg@mmoca.org. The completed application and full payment is due **August 13, 2010**.

CONTACT INFORMATION – Please list information as you wish it to be publicized:

Organization Name _____

Address _____

City/State/Zip _____

Telephone _____ Website _____

Contact Name _____ Email _____

CATEGORY

_____ Venue _____ Artist exhibiting at a venue

LISTING FOR GALLERY NIGHT BROCHURE

Please provide a 25 or less-word description. Copy may be edited.

_____ I wish to use my description from the Spring 2010 Gallery Night brochure.

_____ Local media may contact me for an interview or for images.

PAYMENT

_____ I have enclosed a check for \$150 payable to:

Madison Museum of Contemporary Art—Gallery Night
227 State Street
Madison, WI 53703