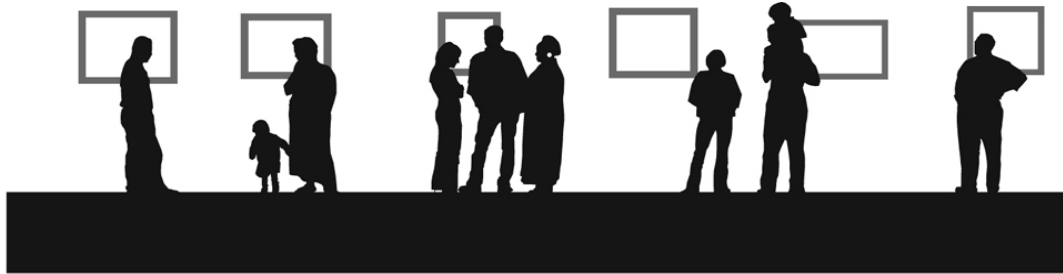


# GALLERY NIGHT

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. **Spring Gallery Night will take place on Friday, May 7, 2010, 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 x 241 or email [terry@mmoca.org](mailto:terry@mmoca.org).

# GALLERY NIGHT APPLICATION

May 7, 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 [terry@mmoca.org](mailto:terry@mmoca.org). The completed application and full payment is due **March 15, 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.

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\_\_\_\_ I wish to use my description from the Fall 2009 Gallery Night brochure.

\_\_\_\_ Local media may contact me for an interview or for images.

## **PAYMENT**

\_\_\_\_ I have enclosed a check for \$150.00 payable to:

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