



Bold Strokes Art Auction & Marketplace

EVENT INFORMATION

100% OF PROCEEDS TO BENEFIT



HEART HOUSE
safety. education. opportunity.

SATURDAY

11.17.18

COMMON DESK

2919 COMMERCE ST.
DALLAS, TEXAS 75226

DEEP ELLUM

4 - 7 PM

Our Mission: Bold Strokes provides a new opportunity to change-makers for conscious shopping and socializing while showcasing the talents of local creatives and supporting the work of Heart House Dallas.

HONORARY CHAIR

JUDY DONACHIE WATSON

CO-CHAIRS

LILLY + MARKUS NEUBAUER

ARTISAN & ARTIST OUTREACH COMMITTEE CHAIRS

ALLISON WOOD

RASHAD HARRIS

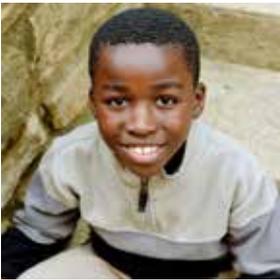
CLAIRE RATHBUN

Why Heart House

Imagine being forced to flee your home and then the chaos of resettling into a new country with a new language. The weight of the trauma you carry is only intensified as you navigate through a culture you do not understand. Heart House provides intervention and support services to move students from a mindset of chaos to an oasis of calm.

Social Emotional Learning is the Heart of the House. We focus on children's social emotional health as a core part of our strategy to ensure the holistic healing and growth of each individual child. Most after school programs start with tutoring and then bring in other elements. In contrast, we take the approach that emotional health should develop simultaneously with mindfulness, physical and academic health.

TO LEARN MORE VISIT HEARTHOUSEDALLAS.ORG



"Mindfulness helps me learn about being calm and helping others."

- Mwibeleca (age 10, The Congo)



"Social groups and MindUP can be fun, especially when we get to smell and taste things."

- Kayla (age 9, Mexico)



"Heart House helps me to pay attention and be mindful about my movement."

- Sajjan (age 6, Nepal)



"I have learned to not be aggressive because you might hurt someone."

- Jaafar (age 11, Iraq)



"Heart House has made me more mindful by breathing in and out to calm down."

- Dawt (age 7, Burma)



"Social clubs have helped me with a lot of things, like practicing our mindfulness and learning about cross-talk."

- Elsabet (age 9, Eritrea)

ARTISAN & ARTIST FAQS

WHAT DOES MY VENDOR FEE PROVIDE?

The Bold Strokes vendor fee provides a six foot table and folding chair for you to make into your own branded pop-up shop. Bold Strokes vendors will also be featured on our social media pages and website on the Bold Strokes page in our vendor directory. There are also opportunities to add on to your vendor sponsorship for specific booth sizing and placement and special marketing opportunities. All vendor sponsorship money goes directly to Heart House Dallas.

WHAT IS THE VALUE RANGE OF ART YOU ARE LOOKING FOR?

Our art auction is an curated space in the middle of our marketplace that will feature up to 25 works of art. We welcome artists of all mediums, sizes and styles! Our auction committee hopes to feature works ranging from \$100 - \$2,000 in value. Our event caters to a diverse audience of philanthropists eager to find the newest and most interesting makers, and we are ready to showcase you to them through this special part of our event!

HOW ARE YOU MARKETING THE EVENT?

Bold Strokes will market our event through email marketing, a specific and engaging multi-channel social media marketing strategy and campaigning for editorial placement from top Dallas media. Our committee of influential Dallas thought leaders has been hard at work on this event for the past year and we are eager to share it and your offerings with the world!

WHEN IS SET UP AND BREAK DOWN?

Unlike many marketplaces, Bold Strokes is a "one day only" event. Set up and break down will be Saturday, November 17, with specific times to follow.

AM I ABLE TO PROVIDE/HAND OUT PROMOTIONAL MATERIAL AT THE EVENT?

Yes! Please use your space at Bold Strokes to connect with our attendees in whatever way you do it best! We encourage email enrollment giveaways, sampling, product demos and presentation of your marketing collateral in any way you do it best. Check out our vendor form for more ways you can get the most out of your Bold Strokes experience by contributing to our goody bags, increasing your booth space or being featured on our social media pages!

HOW MANY PEOPLE ARE EXPECTED TO ATTEND THIS EVENT?

We hope to have more than 200 attendees at this event! We look forward to partnering with our vendors to promote the event and fill it with Dallas' most eager shoppers and supporters of your creative pursuits.