



2024 ARTIST TOOLKIT

OVERVIEW

In 2023, Midtown Association invested into the Central City's rich arts and culture scene by revitalizing a Sacramento tradition: Second Saturday. Midtown Second Saturday in 2023 was a resounding success, bringing more than 70K visitors, presenting more than 230+ events and attractions, and reaching more than 884K social media impressions between the months of May - October! We saw dynamic block parties, family-friendly concerts at our Midtown Parks, mesmerizing art shows at our galleries, pop-up art installations, and more.

In 2024, our commitment is to build on the success of 2023's programming as we continue to bring alive our Midtown streets every Second Saturday and delight Midtown visitors with art, music, food, and dance. To do so, we are calling on all of our local artists to be a part of the Second Saturday movement.

Our message to the community is clear: Midtown is the destination to immerse yourself in the arts, and Second Saturday eagerly awaits to welcome you. The people of Sacramento are eager to experience Second Saturday and your art and expression can be at the center of it all.

GET INVOLVED

With over 10,000 monthly visitors flocking to Midtown for Second Saturday in the months of May - October, local artists have a unique opportunity to capitalize on the extensive public attention, hype, media buzz, and social media interest that the event generates by finding a venue or event to host their art or performance.

While traditionally Second Saturday venues have looked like art galleries and theaters, we are actively encouraging all available spaces to get involved to host any and every art medium.

Below are some ways that you can look to actively participate in Second Saturday:





2024 ARTIST TOOLKIT

➤ COLLABORATE WITH LOCAL VENUES TO JOIN OR CREATE AN EVENT

The options are endless when it comes to the types of art and venues that you might find throughout Second Saturday. We encourage anyone interested in hosting a new, or joining an existing, event on Second Saturday to coordinate directly with the venues whose spaces they are looking to have showcase their work.

If you are interested in displaying your art, but are looking for some help connecting with local venues, you can fill out our [Artist Interest Form here](#)

➤ JOIN OUR ART WALK

New to 2024, the Midtown Association is introducing a distinctive monthly Art Walk curated to showcase a select few restaurants, galleries, and events each month. If you already have a Second Saturday event planned or have secured a place to showcase your art and are eager to see if you are in the path of a monthly Art Walk, we invite you to [fill out this form](#)



➤ SUBMIT YOUR EVENT TO SAC 365

Once you have planned or joined an event for Second Saturday, make sure that it has been added to the Sac 365 calendar. Here's how:

- We strongly encourage that all events are submitted to the Sac 365 calendar at sacramento365.com/login/
- When submitting, select the category "2nd Saturday" to ensure inclusion.
- All events submitted to Sac 365 will be highlighted on our Second Saturday website's event calendar.



2024 ARTIST TOOLKIT

CONNECT WITH US

Midtown Association will be sharing Second Saturday content through all social media channels. Follow and tag us [@ExploreMidtown](#) so we can share your Second Saturday content.

[Subscribe to our monthly newsletter here](#)

SHARE WITH YOUR AUDIENCE

> HASHTAGS

Please include the following hashtags in all social media posts:

[#MidtownSecondSaturday](#) [#ExploreMidtown](#)

> CALL TO ACTION

Encourage your followers to visit [MidtownSecondSaturday.com](#) for event details and follow [@ExploreMidtown](#) for event details and updates.



GRAPHICS, PHOTOS, & LOGOS

Download social media graphics, photos, and Second Saturday logos [from our Dropbox here](#).

MORE INFORMATION

The Midtown Association team is here to help! For questions about social media assets, please contact Jodie Miller, Creative Manager, at jodie@exploremidtown.org

For general event questions, please contact Amanda Sawasy, Associate Director of Events & Markets, amanda@exploremidtown.org