



# **OUT REACH** *program*



OUT  
REACH  
program

**SYBARIS.**  
*collection*



*This program is designed to benefit artists and art communities.* It provides much-needed exposure and recognition of an artist's talent and creativity, allowing them to share their culture and heritage with art enthusiasts and collectors outside of the local community. It also provides your organization with the opportunity to support emerging artists from remote areas who are not as likely to gain exposure on their own, while introducing your members to artwork from other cultures with different techniques and styles not found locally. The ARTexchange initiative in the ARToutreach Program creates the opportunity to present one of your artists' pieces to our *art community* in Mexico and gives you a link on our website to your organization.

### **How does the ARToutreach Program Benefit Your Organization?**

This program provides your organization with an opportunity to showcase a local artist internationally while helping emerging international artists to share their artwork and culture with a group of art supporters in your local art community.

### **How does the ARToutreach Program Benefit the Artists?**

Imagine being able to ensure your work of art receives an immediate and exclusive introduction to art lovers and collectors actively looking to purchase the right pieces for their collection – this is the ARToutreach Program. For your local artist, the ARTexchange initiative provides them with the opportunity to share their artwork outside of the local area, expanding their group of enthusiasts and collectors to an *international audience*.

## What is included in the ARToutreach Program?

This program allows us to collaborate in presenting a **unique art event**. You offer a creative space for hosting, while Sybaris provides works of art by emerging Mexican artists. Together we will organize a distinctive event, which may include music and outstanding foods to create an **extraordinary experience**. This allows your organization to share its mission to promote art in your local community, and to expand the reach of the artists in your community. Additionally, we will feature one of your local artists within our art community, increasing the audience for their works.

## Here are a few additional benefits of the ARToutreach Program:

- *Feature in our Monthly ARTmag.* Sybaris will feature your organization and local artist in our monthly magazine.
- *Marketing Campaign.* We create a marketing campaign across our website, Private Gallery, ARTblog, social media, email marketing and print to offer the right balance between attracting prospective collectors while providing exposure for the artwork, artist, and your organization. All of this comes together to provide international exposure to the artist and your group's mission.





**SYBARIS®**  
*release your taste*

   SybarisCollection

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