



ARTIST MARKETING TOOLKIT 2026

Open Studio Dates: May 2-3 & May 9-10

Open Studio Time: 11am to 6pm

SUGGESTED PLACES TO PROMOTE MARIN OPEN STUDIOS

- Instagram
- Facebook
- Bluesky
- X (Twitter)
- Nextdoor
- Your Website
- Email Blasts and Newsletters

HELPFUL LINKS

- Website: <https://marinopenstudios.org/>
- Tour Guide: link to flip book coming in early April

- Instagram: <https://www.instagram.com/marinopenstudios/>
- Facebook: <https://www.facebook.com/marinopenstudios/>
- YouTube: <https://www.youtube.com/channel/UCF2WbG3mWCyRNJNt1naromQ>

EVENT DESCRIPTION - GOOD FOR EMAIL OR WEBSITE

Once a year only, artists across Marin open their creative spaces to the public. This much-anticipated event takes you behind the scenes May 2-9 and May 9-10 from 11am to 6pm. Over 260 artists will be participating this year!

Meet the artists, discover their spaces right around you, see artwork up close, and support local artists by purchasing work directly. Sculpture, abstract and figurative painting, ceramics and pottery, photography, mixed media, textiles, jewelry, watercolor, pastels, glass, drawing, wood, encaustics, digital media, and much more - there is so much to experience.

Start your art adventure at the Marin Open Studios Showcase Gallery at Sausalito Center for the Arts to see work from all the 260 artists in one place. Then visit your favorites in their studios.

Showcase Gallery

April 24 to May 10

Open Wednesdays to Sundays 11am to 5pm

Sausalito Center for the Arts

750 Bridgeway, Sausalito

How to plan your self-guided tour:

- See work from all the artists in one place at the Showcase Gallery at SCA to find art you love
- Pick up a Tour Guide or use the Marin Open Studios online [link] Tour Guide, both include maps to the studios so you can start your self-guided tour
- Follow our website maps to the art-loving “Hey Neighbor!” cafes and restaurants near the artist studios to make a day of it!

Marin Open Studios has created a connected community around artists and their art for 33 years. Enjoy it with your friends and family!

SAMPLE SOCIAL MEDIA

Basic Social Media Example:

The premiere art event of the year is almost here!

Enjoy work from 260 artists who will open their doors to the public the first two weekends in May. From painters and sculptors to jewelers and photographers, you do not want to miss out on this colorful and eclectic event. Save the dates now!

33rd ANNUAL MARIN OPEN STUDIOS

MAY 2-3 & 9-10, 2026

11AM TO 6PM

Instagram hashtags:

#MarinOpenStudios #bayareaartists #openstudios #artseason #artparties #artevents
#supportthearts #artistsoninstagram #studiovisit #arttour #artweekend #livingartist

How to Collaborate on Instagram

To collaborate on Instagram, you can use the Collab feature to share content from two accounts. Collab posts appear on both account names in the header, are shared with both sets of followers, and live on both profile grids. They also share views, likes, and comments.




Collaborate with MOS

1. Upload a Reel or feed post
2. Go to the share screen
3. Tap “Tag People”
4. In the bottom right corner, tap “Invite a Collaborator”

5. Search and choose the users you'd like to collaborate with (ie: marinopenstudios)
6. Share the post as usual



Images and Logos for use - Click on image to download file

 <p>Canva Story Template to use with your own artwork for weekend 1 and 2</p>	 <p>Canva IG Post Template to use with your own artwork for weekend 1 and 2</p>
 <p>2026 Cover in 4:5 size</p>	 <p>full color logo svg file</p>
 <p>full color logo rgb file</p>	 <p>2026 Cover in 1080x1080 size</p>
 <p>white logo png file</p>	 <p>black logo svg file</p>

