

Cultural Festivals

Animating the cultural landscape with unique, high-quality arts experiences since 1994

Cultural Festivals presents and produces the Saint Louis Art Fair and The Big Read Festival. Please visit our website www.CulturalFestivals.com for more information about our organization.

MARKETING INTERNSHIP

As an intern you will assist staff with basic office operations including coordinating mailings, filing and answering phone inquiries. Additionally, you will assist the Executive Director with marketing and public relations, including:

- Scheduling radio and television interviews
- Coordinating media for the festivals
- Writing Press Releases
- Generating Press Kits
- Creating Media Alerts and email blasts
- Coordinating sponsorship credentials
- Assisting with online marketing
- Helping identify new marketing opportunities
- Assisting with special projects

This is an excellent opportunity to learn about marketing, public relations and the special events industry first-hand.

The Cultural Festivals' team approach to special event management mandates that all interns possess a keen sense of self-motivation, the proclivity to work positively with a variety of personality types and leadership styles, the ability to be flexible and to embrace change. CF interns possess and demonstrate a high standard of integrity and professionalism.

The Saint Louis Art Fair is an annual celebration of the visual and performing arts featuring artists from the St. Louis area and across the nation. On September 10, 11 and 12, 2010, one hundred sixty five visual artists that have been selected by a distinguished panel of judges will exhibit and sell their original work in booths located on the streets of Clayton's central business district. The festival also features the children's "Creative Castle" which gives children the opportunity to participate in structured arts activities designed to stimulate the creative process. A similar area for adults "the Art Studio" provides an opportunity for adults to try their hand at various art activities. Professional performing artists and ensembles entertain audiences on three different stages. Live demonstrations by both performing and visual artists offer festival audiences a greater understanding of the arts. Additionally, an impressive array of fine foods served by some of St. Louis' finest restaurants will fill the festival's Culinary Arts Row. Over 150,000 people attend this event each year.

The Big Read Festival is a one day book festival held in the streets of Clayton's central business district. The Big Read features more than 40 authors in several genres reading and discussing their work. The festival also features publishers, book-sellers, book signings, panel discussions, workshops, and demonstrations. The interactive children's area offers theater, storytelling, arts-and-crafts and readings by children's book authors. Costumed characters roam the festival site greeting young readers. The Big Read partners with local non-profit literacy groups, schools and

libraries to celebrate authors and promote literacy. Approximately 4000 people attend this event. This year's festival is scheduled for Saturday, October 9, 2010.

Must be knowledgeable with Mac based systems

The internship is fulltime with an opportunity for a stipend.

Please contact Laura Miler (314) 863-0292 | lmiller@culturalfestivals.com
for more information.