Latin American Women and the Cultural Marketplace

The Tour:

A national tour of 9 women weavers, embroiders and knitters from grassroots craft cooperatives in Mexico, Ecuador and Bolivia will stop in Albany, NYC, Appalachia, Six Nations Indian Reservation and Princeton. The tour, sponsored by the Smithsonian;'s National Museum of the American Indian in NYC, CUNY and Peace Offerings.

The purpose of the tour will be to broaden the understanding of the tour participants of US markets and audiences. US audiences of the tour will increase their understanding of the crafts and cultures of Latin America.

The Albany Stop:

Scheduled for Sat Nov 4th & Sun Nov 5th, will include craft exhibits, demonstrations, forums, lectures and workshops on the crafts and cultures of Latin America and the role of indigenous craft producers in the global economy. Local artisans will have the opportunity to meet with the tour participants and local artisans will have the opportunity to share their work with Capital Region audiences and the tour participants.

Schedule: (Public Events have *)

<table>
<thead>
<tr>
<th>Day</th>
<th>Events</th>
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<tbody>
<tr>
<td>Fri</td>
<td>Women Alive</td>
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<td></td>
<td>Dinner for Women</td>
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<tr>
<td>Sat</td>
<td>*12-2 Exhibit of Latin American Crafts</td>
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<td></td>
<td>*2-3 Workshops Demonstrations Latin Am Crafts</td>
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<td>*4-5 Talks by Tour Women</td>
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<td>*6-8 Public Potluck Fundraising Dinner</td>
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<tr>
<td>Sun</td>
<td>*12-2 Exhibit of Latin American &amp; Local Crafts</td>
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<tr>
<td></td>
<td>*2-3 Workshops - Local &amp; Latin Am Crafts</td>
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<tr>
<td></td>
<td>*4-5 Public Forum/ Discussion</td>
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<td>Dinner for Women</td>
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<td>Women Leave</td>
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Budget:

Income:
- Albany Arts Commission $1000
- Holding Our Own 2000
- Bank Grant 1700*
- Group & Individual Sponsorships 500
- Fundraising Dinner 500

Total $5700

Expense:
- Sponsor Tour Woman $1000
- Sponsor 2nd Tour Woman 1000*
- Transport to Albany 500
- Housing 750*
- Food etc 100
- Translation 100*
- Staff time 1000*
- Flyers/Printing 500
- Mailing to groups/Media 100*
- Mailing to community 300
- Misc phone/copy/supplies 200
- Hall Rental 500
- Audio visual/ displays 150*

Total $6200

* optional = $3100 so total expense is = $3100
Tasks:
- Coordinate Tour
- Fundraising Finance (grants, sponsor calls, ...)
- Fundraising event (tickets, food, location...)
- Outreach to groups
  - (sponsorship/ mailings/ newsletters/ organizing help)
  - Progressive
  - Arts
  - Anthro
- Media (tv/radio/newsletter articles, press releases, PSAs)
- Promotion (flyers, sample ads, postup,)
- Program (finalize schedule, find performers, day of)
- Logistics - Housing & Transport
  - Food for Tour Women
  - Day of (location, volunteers, audio visual...)

Timeline:
- Aug
  - Organize Committee
  - Find task coordinators
  - Initial Flyer
  - Outreach to groups
  - Finalize Budget, Schedule
  - Draft Program
  - Grants to Holding our own...
  - Calls for group sponsorship
  - league of arts mailing
- Sept
  - Location
  - Media materials to groups
  - Develop media materials for articles
  - Mailing to groups
  - Finalize program
  - Finalize flyer
  - Finalize Program
- Oct
  - Media
  - Mailing
  - Logistics - housing
    - food
    - day of
  - Confirm Program
- Nov
  - Event