

FIRST FRIDAY 101

How to Participate in First Friday as a Location

Q1: What types of locations can participate in First Friday Art Walk?

A1: Any physical location within downtown Vancouver's boundaries, including waterfront, downtown, historic district and uptown areas, can participate. This includes art galleries, boutiques, restaurants, cafes, and more.

Q2: How do I get my location listed on the First Friday Map?

A2: To participate, your business must submit its listing to our online web page <https://vdausa.org/first-friday-gallery-submission-form/> no later than 12pm the Friday prior to the First Friday event. This ensures your business is included in our walking map, social media promotions, and email newsletter.

How to Participate in First Friday as an Artist / Musician

Q1: I'm an artist/musician interested in participating in First Friday. How can I get involved?

A1: We recommend connecting with an art-centric business or a location that regularly participates in First Friday. Collaborate with them to display your artwork or perform your music during the event. For suggested businesses email admin@vdausa.org

Q2: Can I showcase my work without collaborating with a business?

A2: Collaborating with a business offers more exposure, but if you're an independent artist, you can also inquire about setting up a booth or display in designated public areas.

How Does VDA Promote First Friday

Q1: How does the Vancouver's Downtown Association promote First Friday?

A1: We add all participating locations to our online walking map, feature them in our email newsletter, and promote them on our social media platforms. Our tailored audience of 25,000 individuals receives updates about the event and its participants.

Q2: When does the promotion for First Friday start?

A2: We begin promoting First Friday in the weeks leading up to the event. Make sure to submit your information on time to be included in our promotional efforts.

How to Promote Your First Friday Activities

Q1: How can I effectively promote my business's activities during First Friday?

A1: Utilize social media platforms such as Facebook, Instagram, and Twitter to share posts about your participation. Include event details, images, and any special offers you might have.

Q2: Are there any specific social media best practices for promoting the event?

A2: Absolutely. Use event-related hashtags, share behind-the-scenes content, engage with your audience through polls or contests, and collaborate with other participants by cross-promoting each other.

Q3: Can I create my own promotional materials?

A3: Yes, you're encouraged to create posters, flyers, or digital graphics to promote your First Friday activities. Make sure to incorporate the official event branding and mention that you are part of the First Friday Art Walk.

For further inquiries or assistance, please contact us at admin@vdausa.org or 360-258-1129. We're excited to have you participate in the First Friday Art Walk and contribute to the vibrant downtown Vancouver community!