



Selected Writing Samples

from the production of

LADYFEST
Flint

PRESS RELEASE

SPONSOR LETTER

ART EVENT FLYER

FUNDRAISER FLYER

CONTEST FLYER

NADIA F. ALAMAH
nadiaalamah.com

Note: Some contact information omitted
for confidentiality.



PRESS RELEASE

NOTES:

- This press release was composed for Ladyfest Flint, a women's empowerment arts and music festival. It aimed to describe a festival new to Flint and explain how it is part of a worldwide movement. Additionally, you will find a brief list of some of the highlighted performance acts.
- My choice of font for the letterhead relates to the festival having roots in punk rock and the Do-it-Yourself movement; this is one such font that captures a grassroots and handmade spirit.

YOUR NOTES:



LADYFEST FLINT

Flint, MI 48502 - ladyfestflint@gmail.com

September 16th-17th, 2016 - Flint Local 432



FOR IMMEDIATE RELEASE:

Contact:

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ladyfestflint@gmail.com

New festival "Ladyfest Flint" celebrates women's empowerment in Flint

FLINT, July 27, 2016-- With 2016 comes a festival new to Flint-- Ladyfest Flint.

Ladyfest Flint is a nonprofit arts and music festival celebrating women's accomplishments and empowerment through music, art, spoken word, workshops and vending. The festival aims to be gender inclusive, as well as to reach across cultures and disciplines to showcase all the amazing things Flint area women do for our community, as well as explore femininity.

This year, Ladyfest Flint will take place on Friday, September 16th, and Saturday, September 17th, at the Flint Local 432. The Local is an all-ages music venue intended as a safe space for youth to play music for a crowd. There is no cost to get in-- the admission is free.

Featured acts for this year include [Boudoir Noir](#), [Katie Stanley](#), [Doppelganger Circus Sideshow](#) and [Pollyanna Highgloss](#).

Ladyfest Flint emerges from the concept of "Ladyfests," which traditionally celebrate women's empowerment through punk rock and DIY art forms. Ladyfests have been around as early as 2000 and have taken place all around the world. Each Ladyfest is unique to its city, and Ladyfest Flint aims to make theirs that much more centered around Flint.

"Flint is about working together in the face of obstacles, it's about the people that build and build while others laugh and say it can't be done, until we've done what's been called impossible," Project Director Nadia Alamah said. "Women are pioneers in Flint, too-- they make the change we need in our community. We hope to celebrate that with Ladyfest Flint this year."

The festival is a program of Red Ink Flint--check out their pages on [Facebook](#), [Twitter](#) or [Instagram](#) to learn more and stay updated.



SPONSOR LETTER

NOTES:

- This sponsor request letter shares a brief overview of the concept, and also provides a case for the projected success of the festival for its upcoming year.
- This use of the letterhead also incorporates the mission statement, to provide the framework of values behind the festival as being both a dynamic and structurally sound entity.
- Next milestone: The sponsor request letter for the following year shall have the additional benefit of specific date, including statistics procured from our anonymous feedback surveys and our first year's estimated attendance.

YOUR NOTES:



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Flint, MI 48502 - ladyfestflint@gmail.com

September 16th-17th, 2016 - Flint Local 432

Ladyfest Flint aims to feature musical acts, and arts and cultural performances that raise the visibility of women and femininity in Flint. Our hope is to promote a sense of trust in community, being all inclusive of all cultures, ethnicities, orientations and ages. We aim to promote confidence in one's self image and identity, and to create a safe and supportive space for women to explore their identities, try new things, dare to dream and make the impossible possible.



Dear Potential Sponsor,

Ladyfest Flint invites you to take part as a sponsor in its first year as a program of Red Ink Flint.

As early as 2000, Ladyfest, primarily a music and arts-focused festival, has celebrated women's accomplishments and potential with an empowering theme, seeking to connect community through the arts and culture. Ladyfests have manifested all across the globe, each entirely unique to its city, reflecting the heart of the city to its people and uniting them together to create change.

Flint needs a place, an avenue, a medium to unite women across cultures, disciplines and the gender spectrum, and their allies to find their voices, be assertive and recognize their potential to make a difference in our world through the sciences, arts and humanities, mathematics, technology and more besides.

At Ladyfest Flint, people will:

- **Be mesmerized by the display of visual art and art installation, live music,** vendors and multimedia performances
- **Be transformed by speakers** discussing ongoing social issues that impact our community
- **Meet local strong, positive female role models across cultures and disciplines** that encourage them to go forth and do what none have done before, despite the illusion of impossibility

Your contribution can:

- Support Michigan musicians, artists, speakers and entertainers as festival performers
- Increase and widen our efforts to promote awareness of Ladyfest Flint to generate greater attendance
- Create merchandise and promotional materials which promote the festival and its sponsors
- Increase awareness for our community interconnectedness through our mutual support

Thank you for your consideration. Feel free to check out our pages on Facebook, Twitter and Instagram!

Best,
Ladyfest Flint Team

Enclosure:
Sponsorship form



NOTES:

- This flyer was created for the purpose of promoting an event that partially served as a fundraiser, but that ultimately served to promote awareness of the festival in its inaugural year.
- I color-categorized the information in easy-to-follow info boxes to vivify the display of information: Left to right, top to bottom after the title, we learn how the artists and poets will collaborate for a night of entertainment; followed by the date, time and location; and finally, the optional suggested donation.
- Two samples of the artists' work are incorporated into the condensed design; the colors for the boxes aim to coordinate with the overall palette.
- The square design of this flyer marks it as being a design for web promotion, but it was designed to also be an appropriate size, as well as to be readable, for print.

YOUR NOTES:



ARTISTS Casey Carter
Denyse Couture
**SPEED PAINT LIVE TO
POETS**

Isis Seraphis
Native Child
Alexis Harvey
Misteree

FRIDAY, JUNE 24
GOOD BEANS CAFE
7-9PM

Open Mic 7:15
Performances 7:30-8:30
Auction 8:30-9

**ART WILL BE AUCTIONED
FOR LFF FUNDRAISING**
\$5 suggested donation for our night's performers

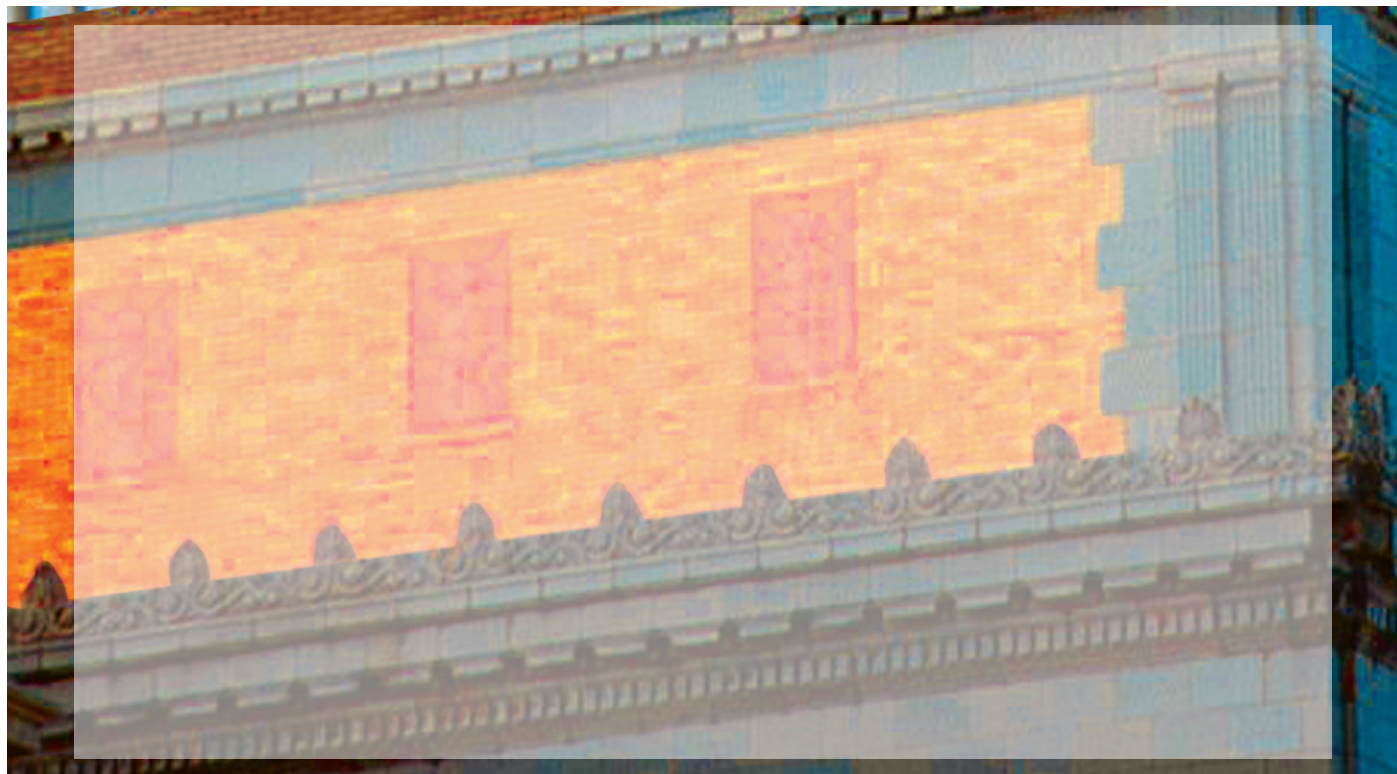


FUNDRAISER FLYER

NOTES:

- I made this flyer impromptu for a one-day fundraiser as part of a weekly rotating fundraiser held at a local creperie. It provides the date, time, and basic information.
- The font choice for the headline is based on a typewriter font that the creperie uses frequently, thereby creating an immediate association with the brand on a local scale.
- The headline is also kept simple in nature to 1) include the location and 2) make it easier for people to process, and therefore likelier to attend.
- The bottom half of the flyer features a set of photos provided by the creperie, which showcase a variety of their popular menu items. The visual element aims to invite people to dine for a good cause.
- Note that the size is due to the flyer being designed for web and social media promotion.

YOUR NOTES:



Tips Tuesday at the Flint Crepe Company

TUESDAY, JULY 26 7 AM-4PM

GET A CREPE

LEAVE A TIP

AND SUPPORT YOUR LOCAL ARTISTS AND MUSICIANS!

TIPS GO TO LADYFEST FLINT FOR PERFORMERS



LADYFEST FLINT T-SHIRT CONTEST

WINNER GETS THEIR DESIGN ON

**LIMITED EDITION
T-SHIRTS, BUTTONS AND STICKERS**

AS LADYFEST FLINT MERCH

**A FREE 10 FT BY 10 FT VENDING SPACE AT THE FESTIVAL
AND A 30-MINUTE LIVE ART FEATURE PERFORMANCE**

**SUBMIT YOUR DESIGN TO LADYFESTFLINT@GMAIL.COM
BY FRIDAY, JULY 8**

**FIRST DESIGN FREE, ADDITIONAL ENTRIES \$5 PER ENTRY
VOTING JULY 9-JULY 30
WINNERS ANNOUNCED AUGUST 1**

BRAINSTORM!

Here are some tips!

Make it say **FLINTTOWN**

Try history, community, cultural icons

Make it say **LADYFEST!**

Try addressing themes of feminism, womanism and inclusivity
Women's accomplishments and achievements
Including transwomen and gender spectrum

DO YOU!

Does Ladyfest FLINT also sound like unicorns, zines or treehouse zombies to you? Robot overlords, rockabilly warrior queens? Go with your gut and your style! **HAVE FUN!**

TROLL-FREE ZONE

Profanity, obscene imagery, adulterated content, falsification of information and content that discriminates against other cultures, ethnicities, ages, genders and orientations automatically disqualify your design.

TECH SPECS

.pdf files only (can also attach .jpeg for reference)

vector format or min. 300 DPI, CMYK

Dimensions: 12w x 14h in.

Attach links to your artsites if you want them to be shared with our voting process!

About Ladyfest Flint

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A program of

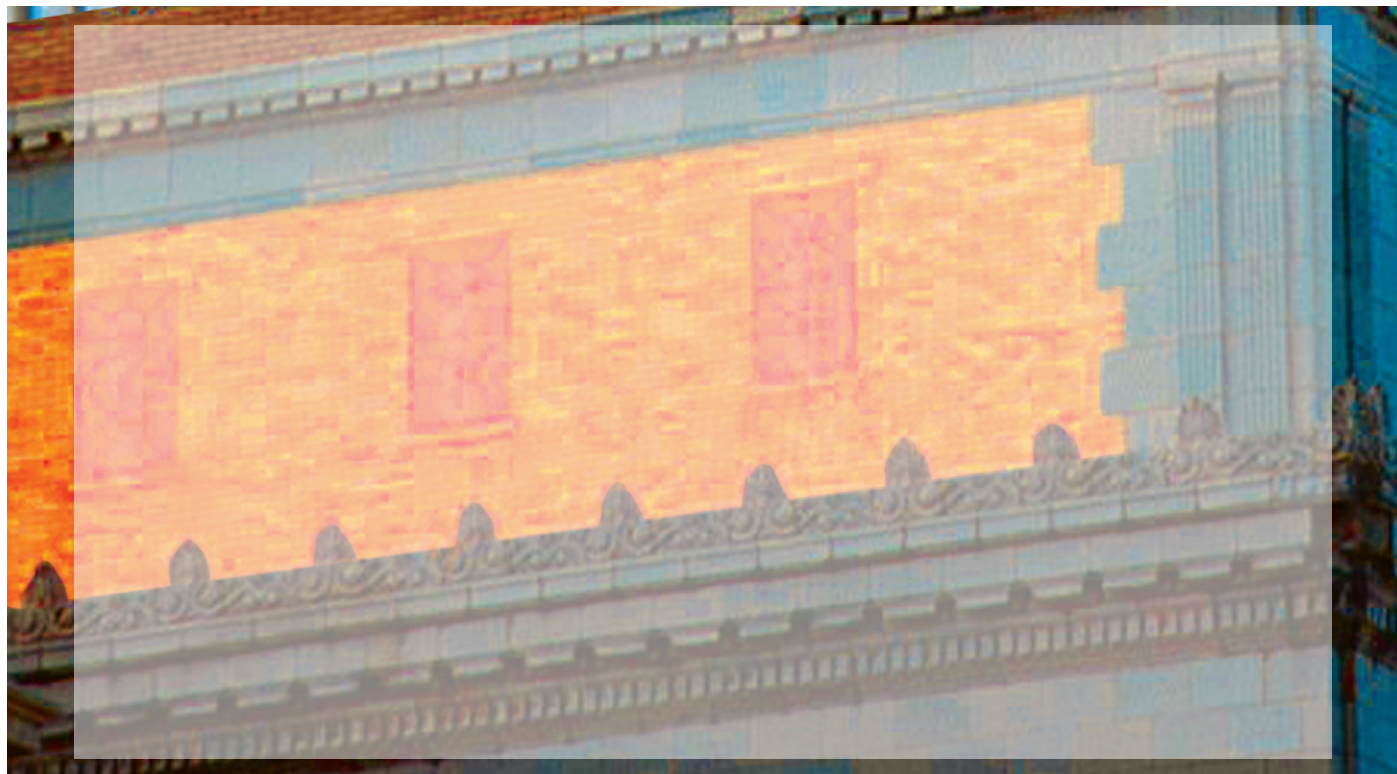




NOTES:

- I aimed to bisect the flyer into two halves: This side provides the basic information-- the title, basic information and deadlines. The title text is largest, creating a focal point for the reader. Following, the reader finds the basic information.

YOUR NOTES:



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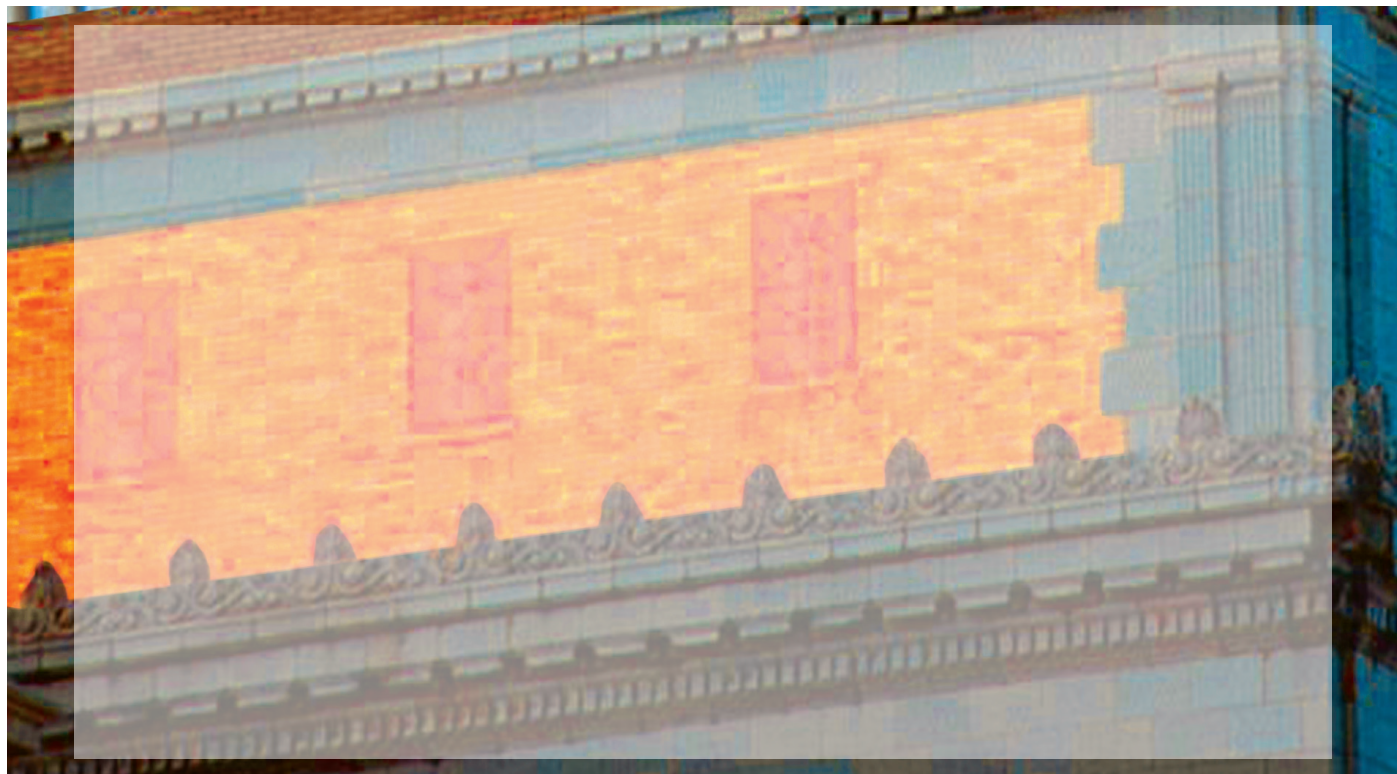
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WINNERS ANNOUNCED AUGUST 1**



NOTES:

- The second half of the T-Shirt Contest flyer aimed to share finer details, as well as points of inspiration for viewers interested enough in participation to learn more.
- Our demographic for the contest was youth ages 18-35 with some experience in design, and a great affinity for popular and nerd culture. Hence, I chose to use quirky examples for the "Do You!" section, to provide a personable aspect to the flyer.
- At the same time, while I used a similar approach for the "Troll-Free Zone" title, the language for that section had to be more formalized, for purposes of clearer communication on boundaries for disqualification. Altogether, it carries an undertone of, "We're fun, but we also mean business."

YOUR NOTES:



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A program of





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