

## 2011 Sponsorship Information

### What is **The Carnegie Arts Trail**?

**The Carnegie Arts Trail** is a public art extravaganza that will showcase larger than life. Metal rooster sculptures, painted and decorated by commissioned artists, throughout historic downtown Decatur in the spring and summer of 2011. The 2011 trail is in coordination with the Alabama Chicken and Egg Festival, a project of the Lawrence County Arts Council. Artists will be asked to draw on the cultural influences and history of Morgan and Lawrence Counties to inspire their designs, thereby creating roosters that come to life. The event will be funded through individual and corporate sponsorships that allow a broad cross-section of the area community to contribute. Profits from **The Carnegie Arts Trail** will mainly benefit the Carnegie Visual Arts Center. A percentage of profits from the sale of icons to sponsors in Lawrence County will also benefit the Lawrence County Arts Council.



### How does **The Carnegie Arts Trail** work?

The call for artists and sponsors has already begun and will continue through February 8, 2011. The Artist Selection Committee will select the winning designs and place them online for sponsors to choose their preferred design beginning on February 11, 2011. On February 17, 2011, sponsors will be officially paired with their artists. Artists will take delivery of the roosters on February 19 and have until March 19, 2011 to complete their work. The painted roosters will take roost over downtown Decatur and other locations by April 9, 2011, and remain on the streets through the summer. After the exhibit ends, sponsors may take their roosters to the permanent location of their choice or donate them back to the Carnegie to be auctioned off at The Armature Society Ball and Carnegie Arts Trail Auction on August 20, 2011.

### Who benefits from **The Carnegie Arts Trail**?

EVERYONE! **The Carnegie Arts Trail** is a family-friendly art event that will boost community spirit on all levels. The three and a half month public art exhibit will visually promote art and culture, showcase local talent, increase pedestrian traffic for the entire downtown Decatur business district and offer area businesses that are not located downtown, an opportunity to increase their awareness and participation in the community. **The Carnegie Arts Trail** will financially support the Carnegie Visual Arts Center and its programs.

The Carnegie Visual Arts Center, a not-for-profit organization, is a cultural, educational and community-service organization providing an environment to promote learning, creation and appreciation of the visual arts, preserve one of the area's significant historical buildings and

serve as a multi-purpose community resource for all the citizens of Decatur, Morgan County and all of North Alabama. **The Carnegie Arts Trail** takes the very essence of the Carnegie's mission - Passionately Promoting Art for All - out into the community through the exhibition of the roosters in the historic downtown areas as well as selected areas in other parts of the community. The **Carnegie Arts Trail** committee is committed to the inclusion of an education component within our school system.

## Become a **Carnegie Arts Trail** Sponsor!

**Carnegie Arts Trail** is a solid fundraiser with a proven track record success and benefits for all participants. The event will increase pedestrian traffic and generate additional income for the entire area community - with special emphasis on our historic downtown during the exhibition period (April - August). A walking/ biking/ driving trail will encourage local residents and tourists to meander through Decatur as they follow the trail of icons. The 2011 **Carnegie Arts Trail** will be expanded to take in additional neighborhoods.

A **Carnegie Arts Trail** Sponsorship offers you a great way to:

- Visually promote art, culture, downtown revitalization and help showcase local talent
- Enhance awareness of your company's products and services
- Show your commitment to the community and raise money for a great cause See examples of other successful public art events at: [www.americanartparade.com](http://www.americanartparade.com)

For more information, contact our chairperson:

**JoAnn Malcolm, [chesters4u@aol.com](mailto:chesters4u@aol.com) or 256-565-9392**

Visit [www.carnegieartstrail.com](http://www.carnegieartstrail.com) or call the Carnegie at 256-341-0562

## 2011 Sponsorship Levels

You can support **The Carnegie Arts Trail** as an individual, a business or as an organization. Choose from among the following sponsorship levels:

### **Major Sponsor \$5,000**

Receives three (3) roosters  
6 tickets to the Armature Society Ball and Carnegie Arts Trail Auction  
100 tickets to Alabama Chicken & Egg Festival  
Logo on official T-Shirts and other marketing materials  
Major Sponsor ad in Auction Catalog  
Sponsor name on official Carnegie Arts Trail Map and icon information tag

### **General Sponsor \$1,000**

Receives one (1) rooster  
50 tickets to Alabama Chicken & Egg Festival  
Sponsor name on official Carnegie Arts Trail Map and icon information plaque

### **Participant \$500**

Receives smaller weathervane rooster with store front placement  
Family 4-pack of tickets to Alabama Chicken & Egg Festival

**✓ YES! I want to be sponsor of  
2011 Carnegie Arts Trail,  
"Strut and Crow!"**

**Sponsorship Levels**

- Major Sponsor - \$5,000**
- General Sponsor - \$1,000**
- Participant - \$500**



Name of Sponsor \_\_\_\_\_  
*(Exactly as it should appear on promotional materials)*

Contact Name \_\_\_\_\_

Contact Phone # \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Mailing Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

**YES!** I want to select a design from the Carnegie Arts Trail design portfolio - featuring approved, juried design entries from interested artists. Artists featured in the design portfolio will be selected through a juried process. This review process will help ensure that we will end up with the best works displayed in our community! The Carnegie Visual Arts Center strongly recommends this choice!

**NO.** I will provide my own artist. I understand that all supply costs above the budgeted amount for Carnegie Arts Trail artists and any potential artist fees is my responsibility. An Artist Application must be sent to and completed by your artist. No blank icon will be released to an artist without a completed and approved application.

Artist Name: \_\_\_\_\_

Artist Address: \_\_\_\_\_

Artist Phone: \_\_\_\_\_

Artist E-Mail: \_\_\_\_\_

**FOR MORE INFORMATION, CONTACT OUR CHAIR:**  
JoAnn Malcolm, [256-565-9392](tel:256-565-9392) or [chesters4u@aol.com](mailto:chesters4u@aol.com)  
or visit our website [www.carnegieartstrail.org](http://www.carnegieartstrail.org)

Please mail the sponsor commitment form and the signed sponsor agreement form with your check payable to: Carnegie Visual Arts Center, P. O. Box 1591, NE, Decatur, AL 35602

## Sponsorship Agreement Form

**Purpose of this Agreement:** Sponsors will provide funds as a donation (tax-deductible to the extent provided by law) to the Carnegie Visual Arts Center through the Carnegie Arts Trail project, by sponsoring an icon(s) and/or purchasing an icon during The Armature Society Ball and Carnegie Arts Trail Auction. Additionally, a portion of the funds collected from sponsors in Lawrence County will benefit the Lawrence County Arts Council.

**Icon:** The icon changes from year to year. The icon for the 2011 Carnegie Arts Trail is a metal rooster.

**Ownership:** The Carnegie Visual Arts Center will own the icon during the Carnegie Arts Trail Public Art Exhibit. If a sponsor decides to keep their icon, ownership will be transferred at the conclusion of the exhibit. All sponsored icons (that are back donated to the Carnegie) will be auctioned off at The Armature Society Ball and Carnegie Arts Trail Auction to benefit the Carnegie Visual Arts Center.

**Financial Consideration:** Sponsorships for Carnegie Arts Trail range from \$500 to \$5,000. The sponsorship benefits are specified in the Sponsorship Opportunities page attached hereto.

**Painting of the Icons:** Sponsors may select from icon designs submitted to and approved by the Artist Selection Committee, or sponsors may commission their own artist, who must submit designs for approval to the Artist Selection Committee. Carnegie Arts Trail designs must be appropriate for family viewing. Designs that include political, sexual, racial, religious and commercial messages are not acceptable. Blatant or direct advertising and use of corporate logos in the Carnegie Arts Trail design is prohibited. Content that may hurt, ridicule or persecute a third party or group is also prohibited.

**Placement:** The Carnegie Visual Arts Center will determine the final placement locations of the icons for the temporary exhibit. City officials may review and approve all locations before placement is authorized.

**Installation/Transportation:** The Carnegie Visual Arts Center will be responsible for transporting the icons to the various specified locations throughout this event. If a sponsor wishes to keep their icon rather than donate it for auction, The Carnegie Visual Arts Center will deliver the icon(s) to a mutually agreeable location at the end of the temporary exhibit.

**Copyright and Usage:** Ownership of any copyright or use of any likeness of any icon will reside with the Carnegie Visual Arts Center. The Carnegie Visual Arts Center will have the right to photograph, videotape or record the image of any icon during the production or during the Exhibit and Auctions and to use any of those materials relating to the Carnegie Arts Trail for promotion, publicity, commercial, retail or other purposes deemed appropriate by the Carnegie Visual Arts Center. Such rights will continue after the transfer of ownership of the icon to the sponsor.

**Liability, Care and Maintenance:** The Carnegie Visual Arts Center will assume responsibility for theft or damage to any icon. Carnegie Arts Trail will obtain liability insurance for the period of time covering the event.

**Cancellation:** Carnegie Arts Trail reserves the right to cancel the exhibit in the event that there are insufficient sponsor funds such that the costs of the event will not be covered or so minimally covered as to negatively impact the purpose of the exhibit. In case of cancellation, all sponsor payments for the icons will be refunded. Carnegie Arts Trail will not be required to produce or deliver the icons and sponsors will not be entitled to any other compensation.

### Signature and Agreement

I hereby acknowledge that I have read and agree to the terms of sponsorship as outlined above regarding this event.

Sponsor Name \_\_\_\_\_ Signature Date \_\_\_\_\_