

2010 Sponsor General Information

What is The Carnegie Arts Trail?

The Carnegie Arts Trail is a public art extravaganza that will showcase larger than life, metal dragonfly sculptures, painted and decorated by commissioned artists, throughout historic downtown Decatur in the spring and summer of 2010. Artists will be asked to draw on the cultural influences and history of Decatur to inspire their whimsical designs, thereby creating dragonflies that come to life. The event will be funded through individual and corporate sponsorships that allow a broad cross-section of the Decatur community to contribute. Profits from The Carnegie Arts Trail benefit the Carnegie Visual Arts Center.

How does The Carnegie Arts Trail work?

The call for Sponsors and Artists has already begun and will continue through March 20, 2010. Artist designs are due by March 5th. The Artist Selection Committee will select the winning designs and place them in a portfolio for Corporate Sponsors to choose their designated artists. In mid-March, Sponsors will be officially paired with their artists. Artists will take delivery of the dragonflies no later than March 15th and have until April 16th to complete their work. The painted dragonflies will hover over downtown (and other locations) in early May and remain on the streets through the summer. After the exhibit ends, sponsors may take their dragonflies to the permanent location of their choice or donate them back to the Carnegie to be auctioned off at the 2nd Annual Art Ball and Auction on August 14, 2010.

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 dragonflies 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 locally and across the country for success and sure-fire benefits for all participants. The event will increase pedestrian traffic and generate additional income for the entire Decatur community - with special emphasis on our historic downtown during the exhibition period (May - August). A walking trail will encourage local residents and tourists to meander through Decatur as they follow the trail of dragonflies. The 2010 **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
- Name recognition on the dragonfly sculpture and all printed event related materials
- 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

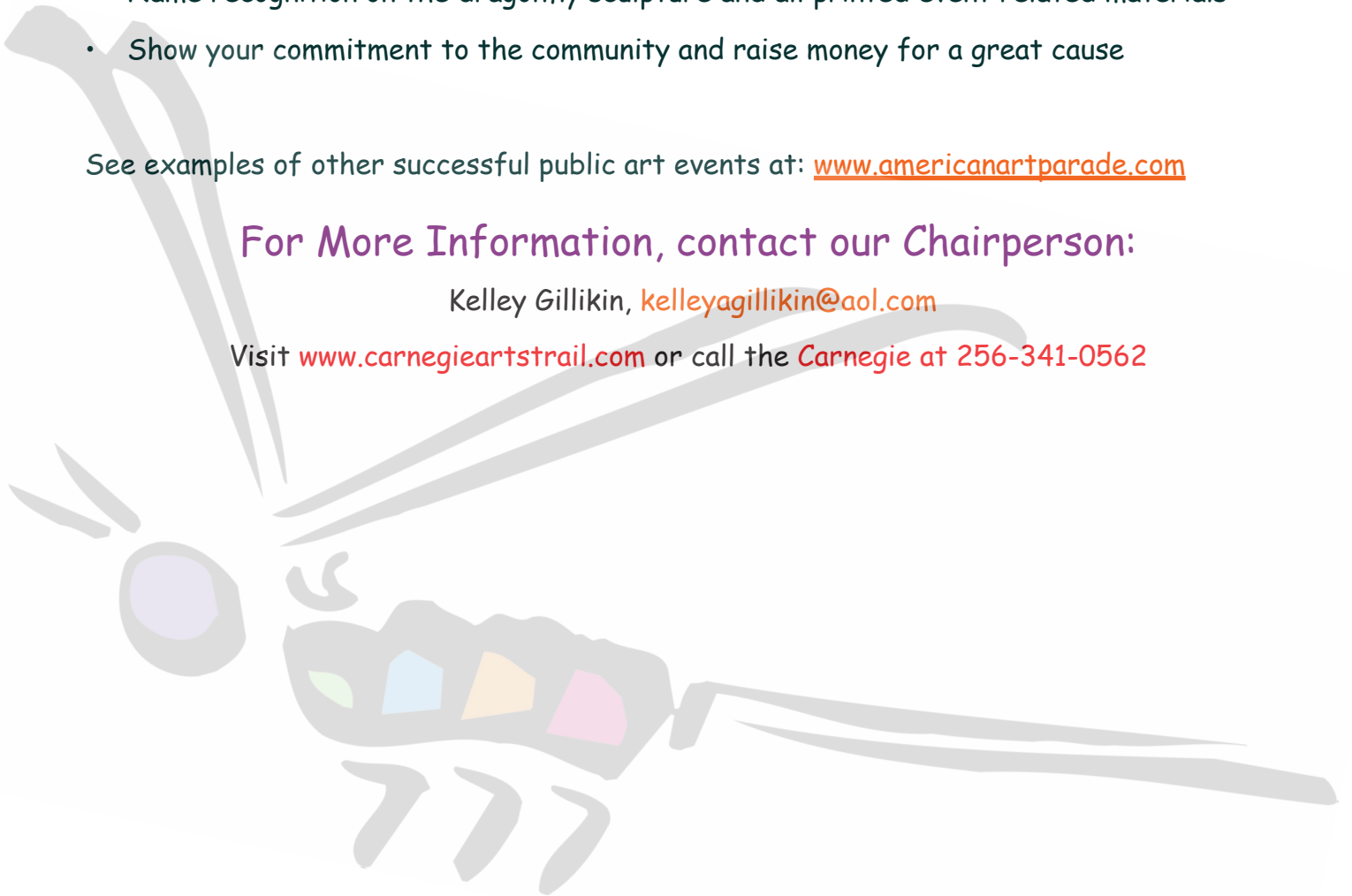
For More Information, contact our Chairperson:

Kelley Gillikin, kellyagillikin@aol.com

Visit www.carnegieartstrail.com or call the **Carnegie** at 256-341-0562

CARNEGIE VISUAL ARTS CENTER

207 Church Street, NE Decatur Alabama 35601 256-341-0562 www.carnegiearts.org www.CarnegieArtsTrail.org



2010 Sponsorship Information

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

Jewelwing \$5,000

The Jewelwing Sponsor receives three (3) dragonflies, as well as....

- Sponsor has first choice of artist from design portfolio. **The Carnegie Arts Trail** pays artist's expenses
- Sponsor has first choice of dragonfly location
- Featured as an Official Sponsor on dragonfly sculpture and walking maps
- Featured as an Official Sponsor on all print advertising and collateral material
- Featured as an Official Sponsor on **The Carnegie Arts Trail** web site with optional link to sponsor's website
- Full-page, color Official Sponsor ad in **The Carnegie Arts Trail** auction catalog
- Authorization to use **The Carnegie Arts Trail** logo in your marketing, promotion and public relations efforts
- Six tickets to the 2nd Annual Art Ball

Dancer - \$3,000

The Dancer Sponsor receives two (2) dragonflies, as well as....

- Sponsor selects artist from design portfolio. **The Carnegie Arts Trail** pays artist's expenses.
- Sponsor has first choice of dragonfly location, following Jewelwing Sponsors
- Sponsor name appears on dragonfly sculpture and walking maps
- Sponsor name appears on all print advertising and collateral material
- Sponsor name appears on official **Carnegie Arts Trail** web site with optional link to sponsor's website
- Full-page, black & white Sponsor ad in auction catalog
- Authorization to use **The Carnegie Arts Trail** logo in your marketing, promotion and public relations efforts
- Four tickets to the 2nd Annual Art Ball

Spinyleg - \$2,000

The Spinyleg Sponsor receives one (1) dragonfly, as well as....

- Sponsor selects artist from design portfolio. **The Carnegie Arts Trail** pays artist's expenses
- Sponsor name appears on dragonfly sculpture and walking maps
- Sponsor name appears on all print advertising and collateral material
- Sponsor name appears on official **Carnegie Arts Trail** web site with optional link to sponsor's website
- Half-page, black & white Sponsor ad in auction catalog
- Authorization to use **The Carnegie Arts Trail** logo in your marketing, promotion and public relations efforts
- Two tickets to the 2nd Annual Art Ball

Skimmers - \$1,000

The Skimmer Sponsor receives one (1) dragonfly, as well as...

- Sponsor selects artist from design portfolio. **The Carnegie Arts Trail** pays artist's expenses
- Sponsor name appears on dragonfly sculpture and walking maps
- Sponsor name appears on all print advertising and collateral material
- Sponsor name appears on official **Carnegie Arts Trail** web site with optional link to sponsor's website
- Quarter-page, black & white Sponsor ad in auction catalog
- Authorization to use **The Carnegie Arts Trail** logo in your marketing, promotion and public relations efforts.

✓ YES! I want to be sponsor of Carnegie Arts Trail

Sponsorship Levels

- Jewelwing \$5,000**
- Dancer - \$3,000**
- Spinyleg - \$2,000**
- Skimmers - \$1,000**



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! Art's Aflutter strongly recommends this choice!

Location Request For Your Sponsored Dragonfly: _____

Choice of location requests will be on a first-come, first-served basis by sponsorship level. The Official Carnegie Arts Trail Map will be provided to each sponsor for site selection.

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 in will be my responsibility. An Artist Application must be sent and completed by your artist. No dragonflies 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: **Kelley Gillikin,**
256-466-8579 or visit our website www.carnegieartstrail.org

Please mail the sponsor commitment form and the signed sponsor agreement form with your check payable to: Carnegie Visual Arts Center 207 Church Street, NE Decatur AL 35601



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 a dragonfly and/or purchasing a dragonfly during the 2nd Annual Art Ball.

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

Financial Consideration: Sponsorships for *Carnegie Arts Trail!* Range from \$1,000 to \$5,000. The sponsorship benefits are specified in the Sponsorship Opportunities page attached hereto.

Painting of the Dragonflies: Sponsors may select from dragonfly 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 Arts Trail* Planning Committee will determine the final placement locations of the dragonflies for the temporary exhibit. Sponsors may put in a request as to the location of their dragonflies. City officials need to review and approve all locations requests before placement can be authorized.

Installation/Transportation: The *Carnegie Arts Trail* Planning Committee will be responsible for transporting the dragonflies to the various specified locations throughout this event. This includes moving the metal dragonfly from the storage facility to the artist's workplace and then back to the storage facility prior to the preview party and installation of the dragonfly. If a sponsor wishes to keep their dragonfly rather than donate it for auction, the *Carnegie Arts Trail* Committee will deliver the dragonfly (ies) at the end of the temporary exhibit.

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

Liability, Care and Maintenance: *Carnegie Arts Trail* will assume responsibility for theft or damage to any dragonfly. *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 dragonflies will be refunded. *Carnegie Arts Trail* will not be required to produce or deliver the dragonflies 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 _____