

SPONSOR APPLICATION 2010 PUBLIC ART EVENT • SHOREWOOD, WISCONSIN

Dear Business Colleagues and Friends,

The Village of Shorewood, Wisconsin proudly announces its 2010 public art project, ***“Best Seats in the House”*** to be unveiled June 5 in Shorewood’s business district. This second annual event is being presented by the Shorewood Foundation, and produced by the Shorewood Business Improvement District (BID). Public art projects enrich communities culturally and create a synergy among residents, community groups, businesses and artists. Shorewood’s 2010 public art project will showcase our shops, restaurants, beautiful business district and Village by attracting new visitors/customers to the area throughout the summer months.

The theme for this year’s event revolves around a custom-made cedar bench (48 inches long x 36 inches high x 22 inches wide, weighing approximately 35 pounds). Decorated benches will be on display throughout Shorewood’s business district from June 5 through August 15. At the end of the event, the benches will be auctioned off at a special auction, with proceeds benefitting the Shorewood Foundation.

WE INVITE YOU TO BECOME A SPONSOR OF ONE OF OUR BEAUTIFUL BENCHES!

Each bench will be decorated by talented local and regional artists and will be displayed throughout the business district and other Village locations. The cost of sponsorship is only \$295.

AS A SPONSOR, YOU WILL RECEIVE THE FOLLOWING BENEFITS:

- Your name will be prominently displayed on a plaque mounted to the bench.
- Your name will be included on the Shorewood BID website, in the event brochure, posters and other marketing materials, and in all press releases.
- Your business location will be a DESTINATION this summer with the bench on display for two+ months in front of your business, to attract new customers/visitors to your location.

Shorewood’s second annual public art event is being presented by the Shorewood Foundation, and produced by the Shorewood Business Improvement District (BID).

We are extremely grateful to the Shorewood Foundation for their generous financial support in helping to underwrite the costs of this event. The placement and installation of the benches will take place the first week of June, and the benches will be on display until August 15. Benches will either have temporarily attached wheels so that you can easily roll the bench in and out when your business is not open (to deter theft) – or the benches can be locked to a permanent fixture, if available (e.g., a railing), in order to stay outside throughout the duration of the exhibit. The benches will be clear coated at an auto body shop prior to being placed on display to provide protection against the weather/elements.

This unique public art event is a wonderful interactive project for the entire community. ***“Best Seats in the House”*** is open to all artists – and residency in the Village of Shorewood is not required. If you have any questions about the project, please call Barb Caprile, Shorewood BID marketing director at 414.962.7002, or e-mail barb@shorewoodwi.com.

Please use the attached form to reserve your bench today – but hurry, only a limited number will be available. Many thanks in advance for your consideration of this sponsorship, and we hope to partner with you on this exciting project this summer!



Presented by the
Shorewood Foundation
Produced by the
Shorewood Business
Improvement District



SHOREWOOD 2010 PUBLIC ART EVENT SPONSORSHIP FORM
SPONSORSHIP DEADLINE: MARCH 15 (or until all benches are sold)

Please hurry, only a limited number of benches are available. Remember the success of last year's "Butterflies in Flight" event - this year will be even bigger and better!



A 2010 PUBLIC ART EVENT

Presented by the
Shorewood Foundation

Produced by the
Shorewood Business
Improvement District

– PLEASE PRINT LEGIBLY –

Business name _____
Contact name _____
Address _____
City, state, zip _____
Phone _____
Cell _____
e-mail _____
Signature _____

I agree to sponsor a bench for \$295. Of this amount, a stipend of \$100 will be awarded to the chosen artist to cover materials. The rest of the money will be used for marketing. I understand an artist will be selected to decorate a bench to be put on display in front of my location. (if two or more businesses reside at the same location or next to each other, the \$295 cost can be divided between the participating sponsors.)

I would like to sponsor a bench for \$295 and have the committee select an appropriate display location. (This sponsorship is for private citizens and community groups that do not have a storefront to display the bench, but want to participate as a sponsor of the event). Sponsor name will still be included on a plaque mounted to the bench and in all marketing materials.

My check is enclosed. Please send me a separate invoice.

You will be notified about the timing of the installation of the benches during the first week of June. Benches will be on display until August 15. News about the special auction event to be held at the end of the public art display will be available later in the season.

Please mail this completed form with your check made payable to the Shorewood Business Improvement District to:
SHOREWOOD BUSINESS IMPROVEMENT DISTRICT • 4230 N. OAKLAND AVE., #295, SHOREWOOD, WI 53211

