



SPONSORSHIP INFORMATION

A WESTERN ILLINOIS UNIVERSITY PUBLIC ART PROJECT

Sponsored by Western Illinois University College of Fine Arts and Communication

CORPORATE SPONSORS



WHAT IS ROCKY ON PARADE?

Presented through the College of Fine Art and Communication, *Rocky on Parade* is a public art project that celebrates the University's traditions, strengthens the unity of campus and community, contributes to the economic vitality and quality of life in Macomb, and supports student scholarships.

HOW IT WORKS



Rocky on Parade is modeled after successful community art projects such as Chicago's Cows on Parade, Georgia Southern's Eagle Nation on Parade and Hawaii's Geckos in Paradise.

Using a design similar to WIU's iconic Rocky sculpture located near Hanson Field, the bulldogs are cast in fiberglass. Each bulldog is mounted on a concrete base and will bear a commemorative plaque acknowledging the generous contributions of each sponsor.

Area artists will submit design proposals for these larger than life bulldogs. Selected artists will pick up their bulldog and transform the blank fiberglass surface of the sculpture into an original work of art. The sculptures will be unveiled at the Town & Gown Celebration on September 21, 2017. The bulldogs will also be "on parade" during WIU's Homecoming Parade. Following Homecoming, the bulldogs will be transported to their destination for display.

THE "PARADE" BEGINS

Maps of the bulldogs' locations will be distributed to the Macomb Convention & Visitors Bureau, Chamber of Commerce, Western Illinois University, and other locations throughout the community. Visitors to Macomb will follow a "Dog Walk" through the community to see the bulldogs all the while dining in local restaurants, shopping locally, and supporting the WIU and Macomb Communities. Prospective students and their parents will see the community's support of Western Illinois University and may be even more motivated to select WIU as their school of choice.

WHO ARE THE... ARTISTS?

Rocky on Parade is committed to providing opportunities to all artists within the western Illinois region. Artists will submit design proposals to the *Rocky on Parade* committee, and those who participate will be recognized on the plaques affixed to the bulldogs and in event publications such as the "Dog Walk" map. Selected artists will receive a stipend for supplies.



SPONSORS?

They are people like YOU who want to be part of a unique project that supports our community, local artists, and WIU students in an exciting and unforgettable way! Being a *Rocky on Parade* sponsor can make your business or organization more visible while letting others know that you care about your community. For a sponsorship of \$1,500 or \$3,000, you fund costs associated with creating the bulldogs and the remainder of the sponsorship goes directly to scholarships for WIU Art students. *Rocky on Parade* is also offering a payment plan for those who would like to sponsor a bulldog, but would prefer to spread the cost over a longer period.

The *Rocky on Parade* committee will review all artist applications and then select the designs best suited for the program. Once the artists have been selected by the committee, the sponsors "draft" their artists during the ROP Draft Day Selection event. The order of sponsor selection of artists is on a first come – first served basis, based on the commitment date of your sponsorship. Sponsors will select their artist on Draft Day, scheduled for April 19, 2017.

Sponsors have the option of being a part of the artistic process from start to finish. Once each sculpture is completed, it will be installed at the sponsor's location of choice. Imagine having a bulldog that you helped bring to life proudly standing in front of your business or headquarters. And of course, if you desire your bulldog to find a home elsewhere, the commemorative plaque will let everyone know that you were a vital member of the *Rocky on Parade* team. Bulldogs are not allowed at personal residences.

Once delivered, the bulldogs become the responsibility of the sponsor.

BEING A SPONSOR... HAS ITS BENEFITS!

The *Rocky on Parade* marketing and public relations campaign will get consumers on the streets participating in this public art project. Through newspapers, television, radio, e-marketing, tourism newsletters, direct mail, and more, sponsors will enjoy increased consumer awareness, traffic and revenues through this highly visible and memorable project.

Compare running a magazine or radio ad to the sponsorship investment in *Rocky on Parade*. Your business will benefit for years through your association with a positive community project. The local economy, hotels, restaurants and shops will also benefit from increased traffic when people visit Macomb to see these unique bulldogs on display.

Sponsors will receive:

- Extensive marketing
- Marketing rights to use *Rocky on Parade* and your bulldog in your own promotional efforts
- *Rocky on Parade* plaque commemorating you as the sponsor, your artist and the bulldog's name, affixed to the bulldogs base
- Participation and recognition in WIU's annual Town & Gown Celebration and Homecoming parade

WHAT IS INCLUDED?

BIG DOG (\$1,500)

- 30" × 50" × 24" fiberglass bulldog
- Artist supply stipend
- Autobody clear-coat finish
- Marketing expenses
- Delivery and installation of the bulldog
- Concrete base
- Plaque with bulldog name, artist name, and sponsor name
- Donation of \$500 to the WIU Art Department scholarship
- Admission, recognition & reveal at WIU's Town & Gown Celebration

ALPHA DOG (\$3,000)

- 44" × 70" × 33" fiberglass bulldog
- Artist supply stipend
- Autobody clear-coat finish
- Marketing expenses
- Delivery and installation of the bulldog
- Concrete base
- Plaque with bulldog name, artist name, and sponsor name
- Donation of \$1,100 to the WIU Art Department scholarship
- Admission, recognition & reveal at WIU's Town & Gown Celebration

ROCKY ON PARADE SCHOLARSHIPS

To ensure that we continue to bring the best students to Western Illinois University, all *Rocky on Parade* proceeds benefit student Art scholarships. You can be a positive influence. Your sponsorship will encourage others to generously give their support, while strengthening local, regional, and state civic relations with WIU.

IMPORTANT DATES

November 30	Open call for sponsors
January 7	Sponsor enrollment
April 19	Artist draft
September 14	<i>Rocky on Parade</i> unveiling celebration at Town & Gown event
September 30	All bulldogs will be showcased in the WIU Homecoming Parade
September 30	Bulldogs make an appearance at halftime during football game
November 4	Bulldogs are delivered to their final locations



To become a sponsor or to learn more about the project, contact Julie Baker at (309) 298-2620 or rockyonparade@wiu.edu.



SPONSOR FORM

In order to secure your sponsorship, you must complete the form below. Completed forms and payment will be accepted beginning at 10:00 am on Saturday, January 7, 2017, at the Rocky Rally at the West Central Illinois Arts Center. The artist draft order will be based on your turn in time.

Sponsor name

Address

Phone

Email

Sponsor recognition (This is how your name will be listed on the plaque and in publications. 50 character limit)

Placement of Rocky Statue (Exact location you would like your statue placed)

Payment (Must be paid in full by November 2017)

- one time payment
- quarterly payment
- biannual payment
- Alpha Dog (\$3000)
- Big Dog (\$1500)

Form of Payment

- cash
- check - made payable to WIU Foundation
- credit card

name on card

card number

exp date

CVV