SPONSORSHIP INFORMATION
A WESTERN ILLINOIS UNIVERSITY PUBLIC ART PROJECT
Sponsored by Western Illinois University College of Fine Arts and Communication

CORPORATE SPONSORS

FUSION TECH
ftiinc.org

WAYLAND Ready Mix Concrete
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 24, 2015. 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. Visitors will continue to return when their interest is once again sparked as new bulldogs are revealed in the coming years. 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 choice 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 designs 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 two-year 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 chosen by the committee, the sponsors will select and work with the artist of their choice. 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 21, 2015.

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.

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