

2013 Art Chair Sponsorship Opportunity!

COLLINGWOOD *Art on the Street, 2013*

A celebration of artists and artwork, in Downtown Collingwood



Art on the street is a celebration of art and artists in our community. It showcases our community spirit through artistic expression and makes our downtown area more vibrant and unique! Best of all...it's accessible and free for all to enjoy. Again this year the Downtown Collingwood will come alive with several art on the street projects, including the return of the popular (and comfortable) **Art Chairs**. This year's theme will celebrate "Marine Heritage" in honour of the arrival of the Tall Ships to our harbour in August as a celebration of the War of 1812 Bicentennial.



This exciting project is proudly sponsored by The Town of Collingwood Arts and Culture Committee, the Downtown Revitalization Project Committee and the Downtown Collingwood BIA are proud to work together on this exciting initiative.

What's new this year?

Popular demand will see twice as many Muskoka-style art chairs for 2013! Designed and painted by a variety of artists with a wide range of styles and techniques, these 24 Art Chairs will be placed throughout Collingwood's Downtown before the May long weekend (May 17th) and remain on the street until they are auctioned off at live at the Thanksgiving Collingwood Farmers' Market (October 12th). These artistically decorated Muskoka-style chairs will enhance our historic downtown core and be a welcomed sight, and resting place for residents and visitors alike.

Did you know? Collingwood's Art on the Street project was recognized in the September 'Canada Walks' newsletter! Canada Walks is an organization which celebrates and recognized livable, walkable communities. Read the article to the right or visit their website at www.walkfriendly.ca

(September Newsletter/Canada Walks)

COLLINGWOOD's Art on the Street is back for a second summer! The downtown core has come to life with art banners on 40 lamp posts and a dozen one-of-a-kind art chairs on sidewalks, created by local artists. The project, a collaboration of Connect Downtown, the Downtown Collingwood Business Improvement Area and the Town of Collingwood, was made possible through sponsorships from community minded businesses. "Positioning the artwork throughout the downtown area will entice people to tour around to see the banners and enjoy the creatively painted chairs. It will provide another walking tour opportunity for residents and visitors to experience our culture, arts and heritage," adds Bradley Green, Chair of Decorating for the BIA.



There will be a local marketing and advertising campaign for the 2013 Art on the Street project. To further enhance this initiative, we are reaching out to organizations such as yours with the opportunity to consider sponsoring one or more of the Art Chairs. Here is what you will receive as a sponsor;

As an Art Chair Sponsor, you will be;

Identified as a *sponsor* of the Art Chair Project with your corporate name and that of the chair artist engraved into a plaque which will be fastened to the chair

Corporate logo identified as a *sponsor* in all newspaper advertising, Downtown Collingwood website, Connect Downtown website and the Town of Collingwood – Arts and Culture website

Corporate identification as a *sponsor* in all social media communication (Downtown Collingwood and Connect Downtown facebook pages)

Corporate identification in our Art on the Street glossy brochure! 25,000 copies printed with 20,000 copies to be delivered in The Connection newspaper to area residents!

Corporate identification on site at the Art on the Street Reception (date TBA) as a *sponsor* status

Cost to sponsor one of the Art Chairs is \$250 ...or two chairs for \$400!

Note: if you wish to sponsor more than two chairs – please contact us for details

We look forward to discussing this opportunity with you as we finalize plans for this exciting project! The locations of the chairs throughout the downtown core are currently being determined. Should you have any questions, please do not hesitate to contact us!



Susan Nicholson, General Manager
Downtown Collingwood BIA
705.445.5595
info@collingwooddowntown.com

Paula Lehr, Project Coordinator
Downtown Revitalization Project
705.445.8441 x. 3712
plehr@collingwood.ca

Thank you for supporting local art in our community!

