



# **Wright Around Town**

## **A Public Art Project**

## **Sponsor Information**



**Glencoe Historical Society**

375 Park Avenue, Glencoe IL 60022  
[www.glencoehistory.org](http://www.glencoehistory.org)

## WHAT IS WRIGHT AROUND TOWN?

Presented by the Glencoe Historical Society (GHS), **WRIGHT AROUND TOWN** is a public art project saluting the centennial anniversary of Ravine Bluffs, the Glencoe subdivision that features seven homes, three street markers and a bridge designed by noted architect Frank Lloyd Wright.

## HOW DOES IT WORK?

- **WRIGHT AROUND TOWN** is modeled after other successful community art projects such as Chicago's famous Cows on Parade.
- Noted fabricator Chicago Fiberglass Works has created 3' x 5' x 5' tall replicas of the Frank Lloyd Wright-designed street markers which delineate the boundaries of Ravine Bluffs.
- The Glencoe Historical Society is soliciting sponsors who may either select their own artist or choose from artists and community groups who have submitted applications to GHS. Sponsors and/or selected artists will pick up their marker, transform the blank figure into an original work of art and then return it to GHS for the **Wright Around Town Kickoff on June 5, 2015**, a community celebration unveiling all of the designs for review by residents, visitors and media.
- After the Kickoff, the Village will distribute the markers to designated locations around town where they will be displayed throughout the summer.
- The completed markers will be auctioned to the highest bidder at an online and live auction at the **Wright Around Town Closing Gala on October 3, 2015**.

## WHAT IS PUBLIC ART?

Public art or street art is a fiberglass casting that acts as a three dimensional canvas rendered or embellished by an artist. **WRIGHT AROUND TOWN** celebrates the treasured architecture and the individuals who created Ravine Bluffs 100 years ago as well as the planning and people who continue to make Glencoe such a special community today.

While the marker forms will remain the same, each sponsor or artist will be challenged to convey his or her own interpretation of the marker as an art object. The sponsor/artist may paint, sculpt, transform and adorn the markers, but the structural integrity of the marker must not be compromised and the mechanisms for the final assembly of the marker must not be obstructed. The variety of marker designs is endless. No two markers will be alike.

## WHO ARE THE ARTISTS?

**WRIGHT AROUND TOWN** is open to amateur and professional artists, individuals and community groups. The process begins with interested artists, individuals or groups submitting an application and design proposal to GHS. Approved proposals will be submitted to available sponsors who will then select the artist, individual or group for its marker(s). Sponsors may also select an artist, individual or group on their own but design proposals must still be reviewed and approved by GHS.

More information on **WRIGHT AROUND TOWN** including sponsor and artist applications can be found at [www.wrightinglencoe.org](http://www.wrightinglencoe.org), our website devoted exclusively to the Ravine Bluffs Centennial Celebration.

### WHO CAN SPONSOR A RAVINE BLUFFS MARKER?

Anyone can become part of **WRIGHT AROUND TOWN** by sponsoring a Ravine Bluffs marker. Businesses, individuals, organizations, families, schools, artists – everyone – is eligible.

By sponsoring a marker, you are not just supporting the Ravine Bluffs Centennial and the GHS, you are also helping to inform and educate the public about the importance of respecting and preserving our history and heritage.

### AN OVERVIEW OF SPONSORSHIP

There are three levels of sponsorship: Bronze Sponsor (\$3000); Silver Sponsor (\$4000) and Gold Sponsor (\$5000). Each category is summarized in the chart below. The benefits are specified in greater detail on the following pages.

<b>BENEFITS OF SPONSORSHIP</b>	<b>BRONZE SPONSOR (\$3000)</b>	<b>SILVER SPONSOR (\$4000)</b>	<b>GOLD SPONSOR (\$5000)</b>
<b>Eligibility</b>	<b>Anyone</b>	<b>Anyone</b>	<b>Anyone</b>
<b>Number of Markers</b>	<b>One</b>	<b>One</b>	<b>One</b>
<b>Additional Markers</b>	<b>Available for additional fee</b>	<b>Available for additional fee</b>	<b>Available for Additional fee</b>
<b>Artist</b>	<b>Your Own or Select One from Artist Portfolio</b>	<b>Your Own or Select One from Artist Portfolio</b>	<b>Your Own or Select One from Artist Portfolio</b>
<b>Assembly and Sealing After Marker is Completed</b>	<b>Included</b>	<b>Included</b>	<b>Included</b>
<b>Installation of Marker</b>	<b>Included</b>	<b>Included</b>	<b>Included</b>
<b>Recognition Plaque</b>	<b>Included</b>	<b>Included</b>	<b>Included</b>
<b>Marketing and Public Recognition</b>	<b>Bronze Level</b>	<b>Silver Level</b>	<b>Gold Level</b>
<b>Website Recognition</b>	<b>Bronze Level</b>	<b>Silver Level</b>	<b>Gold Level</b>
<b>Tickets to Kickoff</b>	<b>2 tickets</b>	<b>2 tickets</b>	<b>4 tickets</b>
<b>Tickets to Gala Auction</b>	<b>2 tickets</b>	<b>2 tickets</b>	<b>4 tickets</b>
<b>Preferred Marker Placement</b>	<b>Not included</b>	<b>Included</b>	<b>Included</b>
<b>Marker Ownership (after Oct. 3, 2015)</b>	<b>Not included</b>	<b>Not included</b>	<b>Included</b>

## **WHAT ARE THE SPECIFIC BENEFITS OF SPONSORSHIP?**

Everyone is eligible to become a Sponsor. For a Bronze, Silver, or Gold level donation, each Sponsor receives the right to select an artist to design and create one Ravine Bluffs Marker.

Silver and Gold Sponsors also receive preferred marker placement throughout the public display period.

Gold Sponsors additionally receive full and complete ownership of the marker at the conclusion of the public period, should they so choose. All other markers will be auctioned and sold to the highest bidder at the **Wright Around Town Closing Gala on October 3, 2015**.

Sponsors can select an artist from the Marker Design Portfolio which contains designs submitted by artists, individuals, families and organizations (the "Artist") and approved by GHS.

Sponsors may also use their own artist, but sponsor artists will still be required to submit an Artist Application Form for review and acceptance by GHS, and meet all aspects of the terms of compliance as identified in the Artist Information packet.

Sponsors and Artists will be notified of a date and time to pick up their primer-painted, blank marker from GHS.

Artists will produce their marker design in their homes, studios or private workspace. Both the Sponsor and Artist agree that GHS is not liable for any accident, theft or injury while the marker is in the possession of the Sponsor and/or Artist.

All costs associated with the decoration of the marker will be the responsibility of the Sponsor and/or Artist.

Sponsors and Artists are responsible for returning the completed marker to GHS prior to the deadline in the Project Timeline.

GHS has retained Chicago Fiberglass Works, the manufacturer of the markers, to apply a final clear protective sealant to each marker and assemble the marker prior to placement in the public display.

The Village of Glencoe will install the markers in their designated locations around town and will remove them at the completion of the display. Gold and Silver Sponsors receive preferred marker placement which will be determined by GHS on a first come, first served basis.

All costs associated with the assembly, sealing, installation and removal of the markers are included in the benefits of sponsorship.

Each Sponsor will be recognized on a plaque affixed to the base of the marker.

Each Sponsor is also applauded with marketing and public recognition as follows in accordance with the level of their sponsorship.

### **BRONZE SPONSORS (\$3000 donation)**

- Name included in marker listing on **WRIGHT AROUND TOWN** printed material
- Name included in marker listing on [www.wrightinglencoe.org](http://www.wrightinglencoe.org) website
- Two tickets to Wright Around Town Kickoff on June 5, 2015
- Two tickets to Wright Around Town Closing Gala on October 3, 2015

### **SILVER SPONSORS (\$4000 donation)**

- Name and logo displayed in **WRIGHT AROUND TOWN** printed material
- Name and logo included on [www.wrightinglencoe.org](http://www.wrightinglencoe.org) website
- Quarter page ad in Gala Auction Program
- Two tickets to Wright Around Town Kickoff on June 5, 2015
- Two tickets to Wright Around Town Closing Gala on October 3, 2015
- Preferred Marker Placement (available location selection in order of donation receipt)

### **GOLD SPONSORS (\$5000 donation)**

- Name and logo prominently displayed in **WRIGHT AROUND TOWN** printed material
- Name and logo prominently displayed on [www.wrightinglencoe.org](http://www.wrightinglencoe.org) website and on [www.glencoehistory.org](http://www.glencoehistory.org) website
- Half page ad in Wright Around Town Kickoff Program
- Half page ad in Gala Auction Program
- Four tickets to Wright Around Town Kickoff on June 5, 2015
- Four tickets to Wright Around Town Closing Gala on October 3, 2015
- Preferred Marker Placement (available location selection in order of donation receipt)
- Full and complete ownership of the marker at the conclusion of the public display if desired

The marketing and public relations campaign for the Ravine Bluffs Centennial Celebration, the September 2015 Housewalk, and **WRIGHT AROUND TOWN** will be sure to attract consumers, history buffs, architecture fans and Wright aficionados from the Chicagoland region and beyond. Sponsors of these community-based markers will enjoy positive consumer awareness and traffic from the campaign for this highly visible and memorable project – along with media attention via newspapers, television, radio, e-marketing, newsletters and social media.

The Glencoe Historical Society is a 501(c)(3) organization. Sponsorships are also tax deductible to the full extent permitted by law.

### **HOW WILL THE PROCEEDS BE USED?**

All of the proceeds from **WRIGHT AROUND TOWN** will be used to support the Ravine Bluffs Centennial Celebration and the activities of the Glencoe Historical Society, which has, for more than 75 years, functioned as the repository of the history of the Village of Glencoe.

Every community needs to retain archives and artifacts to document the history and legacy of its contribution to American life. In Glencoe, the GHS fulfills this role. GHS also educates adults and children through award winning programming and exhibits in our museum campus at 375 and 377 Park Avenue. Great communities are built by the people of the past and the present. It is through the Glencoe Historical Society that Glencoe learns of its heritage and its triumphs and also, hopefully, learns from its mistakes. You can learn more about GHS by visiting our website at [www.glencohistory.org](http://www.glencohistory.org).