

Guitars on Parade!

A PUBLIC ART PROJECT

By

Orillia's '**Streets Alive!**' Organization



'Guitars on Parade'

**A 'Streets Alive!'
PUBLIC ART PROJECT**



Project Overview:

- **50 seven foot tall fiberglass Guitars will be produced**
- **Artists will be commissioned to paint the Guitars**
- **The Guitars will be part of the celebrations of the 50th anniversary of the Mariposa Folk Festival**
- **The Guitars will be bolted onto cement bases and placed in the Downtown core**
- **A base plate will recognize the Sponsors and Artists**
- **A Walking Guide will be created and distributed**
- **A 'Guitars on Parade' Gala and Auction will be held in November 2010**
- **Proceeds from the Auction will go to Orillia's Streets Alive! Organization and used to continue to promote Orillia as a premiere outdoor art destination**
- **Timeline of exhibition is: June – October 2010**

'Guitars on Parade' is modeled after other successful community outdoor art projects such as Halifax's 'Dolphins on Parade', Miami's 'GuitarTown project' and Toronto's 'Moose in the City.'





‘Guitars on Parade’

Project Goals

The goals of ‘Guitars On Parade’ are the following:

- **To create a unique event and buzz of excitement that draws locals and visitors to our city core to help stimulate the local economy.**
- **To help celebrate the 50th anniversary of the Mariposa Folk Festival and showcase our community’s artistic and musical talents.**
- **To create an event that provides maximum exposure to the sponsoring businesses, organizations and participating artists.**
- **To raise funds for Orillia’s ‘Streets Alive!’ organization and continue to promote Orillia as a premiere destination for art and culture.**

‘Guitars On Parade’ Sponsorship Opportunities

EXHIBITION SPONSOR:

Cost: \$5,000

- **Name and Logo Recognition in Official ‘Guitars on Parade’ Walking Tour Guide**
- **Name Recognition on 4 Guitar Base Plaques**
- **Recognition in Media materials as appropriate as a sponsor of the ‘Guitars on Parade’ Outdoor Art Exhibition**
- **Invitation to participate in unveilings at Launch Events**
- **Logo Recognition on display board at the 2010 Mariposa Folk Festival**
- **2 VIP invitations/weekend passes to the 2010 fiftieth anniversary Mariposa Folk Festival**
- **2 VIP invitations to ‘Guitars on Parade’ Gala and Auction**
- **Ownership of 4 painted fibreglass Guitars (with the option to donate them back to the ‘Streets Alive!’ organization to be auctioned off at the fundraising Gala.)**

GUITAR SPONSOR:

Cost: \$1,500

- **Name Recognition in Official ‘Guitars on Parade’ Walking Tour Guide**
- **Name Recognition on Guitar Base Plaque**
- **Invitation to Launch Event**
- **Name Recognition on display/information board at the 2010 Mariposa Folk Festival**
- **2 VIP invitations to ‘Guitars on Parade’ Gala and Auction**
- **Ownership of 1 painted fiberglass Guitar (with the option to donate it back to the ‘Streets Alive!’ organization to be auctioned off at fundraising Gala.)**

What People are saying about Outdoor Art:

“Outdoor art exhibits are **huge tourist attractions that generate millions of dollars for the local economy**. They can be leveraged to also create funds for local charities and not for profits. **Toronto’s Moose in the City**, for example, injected more than \$400 million into the local economy and raised over \$1.4 million for local charities and Canada’s Olympic athletes.” (City of Toronto web-site: www.Toronto.ca)

“**Chicago Cows on Parade**: This world-renowned temporary public art installation **brought an estimated additional 2 million visitors to the city**. During the three-month exhibit, these tourists spent approximately \$500 million on hotels, food, and sightseeing. One store in Chicago reported a \$40,000 profit over its weekly projections due to thousands of additional customers generated by the exhibit.” (Article: How Art Economically Benefits Cities. Project For Public Spaces. New York)

Buffalo’s “Guitars for Hope” **had a profound impact on the Western New York Community**. The response to the ‘Call for Artists’ was overwhelming and helped kick off the project with excitement and enthusiasm. This special public art project concluded with great success! (web-site: www.guitarsforhope.org)

Vancouver’s “Orca’s in the City”: ‘These incredible Orcas will give tourism a boost, highlight some of B.C.’s best artists and create something whimsical and attractive for our city. **The opportunities are endless!**’ (web-site: www.orcasinthecity.com)









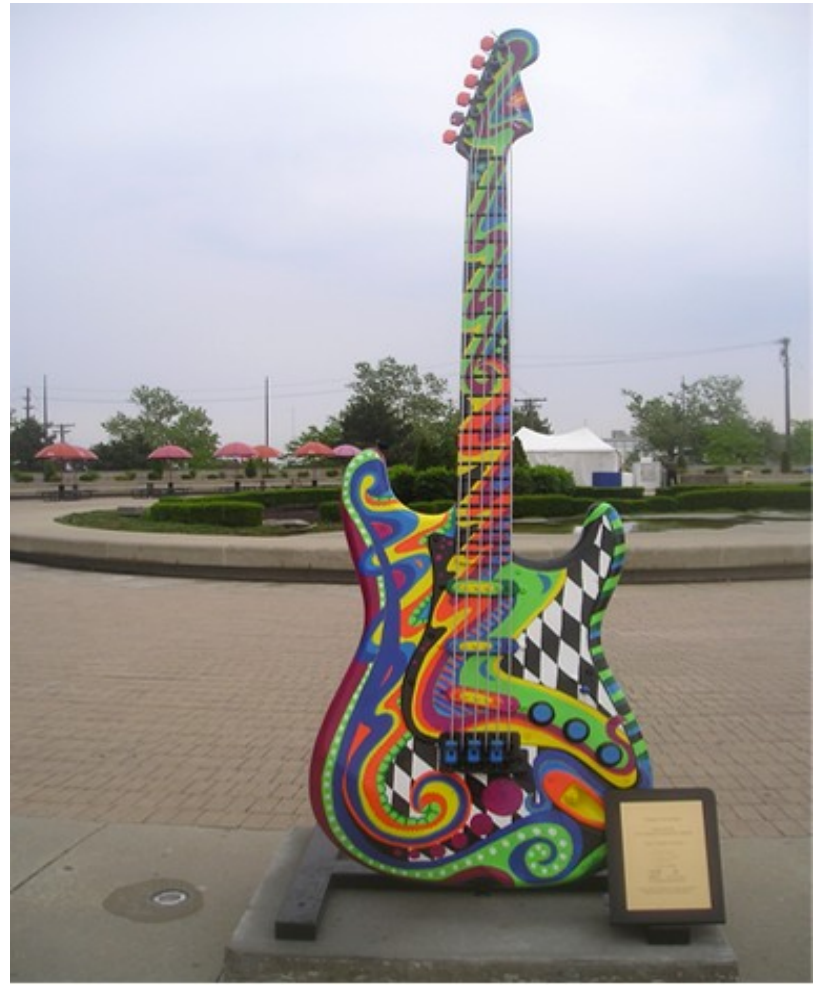














WARPED THROUGH SEPTEMBER

Revolution Rock THE STORY OF THROUGH OCTOBER 7

ALICE IN CHAINS THROUGH SEPTEMBER

Guitars on Parade!

Coming to the Streets of Orillia
Spring / Summer 2010

“Just imagine the excitement!”

