SPONSOR AGREEMENT -- THINKING OUTSIDE THE BOX





The Clearwater Arts Alliance (CAA) proudly announces the latest phase of its "Thinking Outside the Box" public art project. While beautifying Clearwater and supporting local artists, CAA is wrapping colorful art on drab traffic control electrical boxes (a/k/a signal boxes). CAA started with prototypes to test the process and public reaction has been great. The vinyl wrapping process has proven effective and based on material specs, will last 5-6 years. So, CAA has expanded the project all over the city with numerous

installations made possible with funding from the DDB and the city. Now you, your organization or your business can promote art while beautifying and making Clearwater an art friendly city. Here's how to become a sponsor.

SPONSORSHIP OVERVIEW/REQUIREMENTS

- Individuals, organizations and businesses can sponsor an art wrapped signal box.
- The name of the individual, organization or business sponsor can be shown on the art installation. Only a logo cannot be used (per city sign ordinance).
- A sample of the sponsor identification is as follows:
 - A public art project of Clearwaterartalliance.org
 - Artist: Jill Painter; Funding by: Your Name or Business Name Here
- The Sponsorship of an art wrapped signal box includes your name or business name on the signal box and recognition on the Clearwater Arts Alliance Website (with a link back to your website if desired).
- Cost of Sponsoring one box is \$1,500, a good investment as the box wrap material specs call for it to last 5-6 years. Payment is due by check or credit card with this signed agreement and prior to wrap installation. The sponsor fee is tax deductible to the extent allowed by law.
- The sponsor will provide CAA with the name, phone and email of a contact person. By providing this, the sponsor designates that person to make the location selection, art selection, approve any proofs and provide the name that the sponsor wants on the identification signage for the wrap and any link requested for the website. CAA must have this data to prepare signage and web postings.

CAA RESPONSIBILITIES/OVERVIEW

- CAA is the project sponsor and has permission of the owners of the signal boxes to allow this art
 wrapped installation. Signal boxes eligible for this project are owned by either the City of Clearwater,
 Pinellas County or Florida Dept. of Transportation. For any location requested by a sponsor, CAA will
 get advance approval before proceeding to sponsorship and installation.
- CAA will assist prospective sponsors in choosing a location and show the images that are available for
 use in the project. CAA has already secured the right to use these images from local artists (and
 already paid each artist a stipend). Sponsors may choose from among available images, subject to
 CAA's oversight to ensure that an image will not be used in too close a proximity to the same image.
 Alternatively, CAA will consider images proposed by a sponsor with CAA approval.
- CAA will handle all logistics of having the image installed and the sponsor ID sign affixed to the chosen signal box. The materials being used by CAA's installers have been rated to hold up in the Florida weather for approximately 6 years.

ACCEPTANCE: Sponsor and Clearwater Arts Alliance have agreed to these terms and this agreement has been signed by an authorized representative as of the dates indicated.

Beth Daniels, CAA President	Date	Sponsor	Date

Make check payable to Clearwater Arts Alliance, Inc.

Please submit agreement and payment by mail to: Clearwater Arts Alliance

P.O. Box 955, Clearwater, FL 33757

FOR QUESTIONS OR FURTHER INFO CONTACT: Beth Daniels, CAA Pres. at 727 461-1818 bethd@jpfirm.com



If you need to arrange credit card payment contact

CAA Treas. Marly McMillan at marlyjmcmillan@gmail.com