



## **ROCKFORD Year of the Ram**

### ***Community Art Project***

**Summer/Fall 2010**

#### ***What is the Year of the Ram?***

The *Year of the Ram* is a community art project. Businesses, individuals and groups will have the opportunity to purchase one of 40 or more fiberglass Rams. Each Ram, which measures approximately four feet tall by four feet long, will be painted by a local approved artist, teacher, student or company artist and displayed at the sponsor's site of business for one year or more.

#### ***What are the benefits of sponsoring a Ram?***

This community project will provide multiple opportunities for marketing of both the Rams and the sponsors of the Rams during the time they are displayed. The marketing and publicity opportunities will include, but are not limited to:

- Community Expo
- Radio/television exposure
- Sponsor names on all *Year of the Ram* literature
- Sponsor names/logos on map of Rams
- Sponsor names at all Rams' showings/events
- Website exposure
- Sponsors on calendar/poster of events
- Rockford Public Schools – Homecoming Football Game

In addition, sponsors will have their own Ram to display at their business and bring customers to their storefront.

#### ***What events are planned for the project?***

Each sponsor's name will be displayed at every event associated with the project. Among these events are:

- **Ram Arrival** – Unpainted Rams arrive in Rockford late August/early September
- **Unleashing Party** – Rockford Harvest Festival, September 24-26, 2010 (finished Rams are displayed and then later moved to their display sites)
- **Ram Parade** – All Rams are paraded in downtown Rockford for Heritage weekend (October 2-3, 2010)
- **Ram by the Dam** – Official display period begins – maps to the Rams are distributed
- **Auction** – Sponsor Rams are sold at online auction with profits going to local community organizations
- **Scavenger Hunt** – Community members and visitors who visit all Rams will be entered into drawing for various prizes
- **Traveling Ram** – One Ram, displaying all sponsor names, will make an appearance at various Rockford events (festivals, fairs, parades, etc.)
- **Rockford High School Homecoming** – Rams will be paraded and sponsors introduced at Homecoming football game

***What options do I have for sponsorship of this event?***

1. **Adoption (\$1,550.00)** – The Ram is purchased outright and will be yours to keep. It can be displayed outside of your business, home or wherever you choose.
2. **Sponsor (\$1,150.00)** – The Ram is displayed at your business or home for over a year. The Ram is later auctioned off to the highest bidder at the auction event.
3. **Co-Adoption** – Businesses/individuals can partner to purchase a Ram and display it for the period of the event. At the end of the event, the Ram is theirs to keep.
4. **Co-Sponsorship** – Businesses/individuals can partner to co-sponsor a Ram and display it for the period of the event. At the end of the event, the Ram is sold at auction.

For additional information regarding the ***Year of the Ram*** community art project, please contact Mr. Jamie Hosford at 616-863-6554 or [jhosford@rockfordschools.org](mailto:jhosford@rockfordschools.org). Thank you.

***Year of the Ram  
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