

Stratford

Light the Way 2017

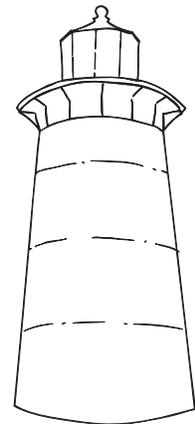
Main Street
Stratford, CT



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Summer 2017

Stratford Street Sculpture

www.stratfordstreetsculpture@gmail.com

"Stratford Light the Way 2017" Fiberglass Lighthouses

A Stratford Street Sculpture Exhibit
On display Summer 2017

Stratford has an extraordinary outdoor art exhibit planned for summer 2017 that is now a new tradition. Similar to *CowParade*, which is the largest and most successful public art event in the world, artists will creatively decorate outdoor sculpture forms (Fiberglass lighthouses) to be on display for the entire summer on Stratford's Main Street. *CowParade* events have been staged in 79 cities worldwide since 1999 including Chicago (1999), New York City (2000), and Stamford (2000). Stamford adopted the idea of public art and went on to do events such as *Horsin' Around Stamford Downtown* in 2012, and *Street Seats Stamford* 2014. Students in the Stratford community took part in these public sculpture exhibits.....thus Stratford Street Sculpture was born and Share a Chair 2015 was a successful exhibit!

We are hoping the exhibit in Stratford will engage the talent of the local and regional art community, engage art students from our public and private schools and captivate the imagination of young and old alike.

Stratford Street Sculpture example of Share a Chair 2015 bench



(Bench designed and created by Alicia Cobb)

Stratford

Light the Way 2017

Stratford Street Sculpture

Regional artists, through a juried selection process, will paint, sculpt and decorate fiberglass lighthouses that will be displayed throughout Stratford for the entire summer. In addition, the local schools will be invited to participate in this program. The entire exhibit will yield powerful results in tourism, publicity and civic pride. In addition, at the end of the exhibit, the lighthouses will be auctioned off and a portion of the proceeds will go to a local charity.

Directed under a committee under the Arts Commission, Stratford Street Sculpture, lighthouses will be displayed all along Main Street . This central location, in walking distance, will allow tourists to use our widely used Metro North Train Station to visit the lighthouses and support area local businesses.



(Sample Tag attached to sculpture, very visible)

Stratford

Light the Way 2017

Stratford Street Sculpture

The program goals of *Stratford Light the Way 2017* public art display summer 2017 are threefold:

- To promote the downtown as a regional tourism destination using art as a vehicle;
- To enhance the image of the downtown through a quality sculpture exhibit;
- To foster art appreciation in a diverse community

We anticipate the outdoor sculpture program will attract hundreds of people to the Town of Stratford. And that the wide range of sponsors who will graciously support the cultural program will reap the marketing benefits.

Stratford Street Sculpture Supporting Sponsorship Opportunity & Benefits

- This highly visible branding opportunity will promote your organization's presence in the Stratford area to hundreds of people throughout the course of the event.
- All sponsors will receive special recognition in a marketing & promotional benefit package, which reaches a wide regional audience.

Gold Sponsor 5,000	
Fiberglass lighthouse	2 exhibit lighthouses with sponsor logo on plaque
Auction Gala & Preview Party	6 auction gala tickets 6 Exhibit Opening Night tickets
Sponsorship Marketing	List on all marketing materials: -Special Invitations and Signage -Commemorative book -Newspaper insert guide - Featured event sponsorship

Silver Sponsor 2,000	
Fiberglass lighthouse	1 exhibit lighthouse with sponsor logo on plaque
Auction Gala & Preview Party	2 Auction gala tickets 2 Exhibit Opening Night tickets
Sponsorship Marketing	List on all marketing materials: -Special Invitations and Signage -Commemorative book -Newspaper insert guide

Bronze Sponsor 1,000 (shared sponsorship)	
Fiberglass lighthouse	1/2 exhibit lighthouse with sponsor logo on plaque
Auction Gala & Preview Party	1 Auction gala tickets 1 Exhibit Opening Night tickets
Sponsorship Marketing	List on all marketing materials: -Special Invitations and Signage -Commemorative book -Newspaper insert guide * Council must be able to find a shared sponsorship

Press Coverage

Locally, two area art teachers, Michelle Genuario and Aubrey Booska chaired the 2015 exhibit in order to bring the community together and “light the way” for the arts in Stratford. About twenty-five percent of the benches were rendered by students and the rest were done by various local artists. Under the support of Mayor Harkins, this past exhibit was an extreme success. We anticipate the *Stratford Light the Way 2017* fiberglass lighthouses will receive extremely favorable press coverage as many surrounding town and cities have had with this type of public art exhibit.

Bug-eyed alien benched in Stratford

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PREV NEXT



Aubrey Booska, left, and Michelle Genuario, co-chairwomen of Stratford Street Sculpture, with a bench from the Share A art exhibition. The bench, titled “To the Moon and Back,” is by Stratford artist Mary Anne Fry. Photo: Brian A. Pounds / Connecticut Media Buy this photo



(CT Post Summer 2015 and Town Hall Candid, both found on social media)