

2018

# ArtScape

WHERE ART MEETS LIFE

EST. 1752 *Old Town* Greatness Begins Here.  
- WINCHESTER -



## *A downtown beautification project involving artisans of all ages*

Since 2009, the Shenandoah Arts Council (ShenArts) has partnered with the Old Town Development Board (OTDB) to create an outdoor gallery in the historic district of downtown Winchester, Virginia. Again this year, the Museum of the Shenandoah Valley (MSV) has provided additional support for this program. Artists of all ages are invited to participate in this juried art competition. Selected works are reproduced on banners that hang on light posts throughout the downtown area from April through December. The Museum of the Shenandoah Valley provides support for this program as the host sponsor, displaying the original works of art in its Art in the Halls program.

### **Why ArtScape in Winchester?**

The objective of ArtScape is to create an outdoor gallery experience in the heart of the community. The colorful banners add interest and intrigue to the downtown streetscape, encouraging pedestrians and vehicle traffic to slow down and enjoy the display. Each banner showcases local artists, highlighting the creativity and talent of artists who live and work in the region.

### **How does it work?**

Interested artists submit work for consideration to ShenArts. These works are reviewed and selected by a juror(s). Participating artists range in age and skill level, although many are amateur and professional level. The chosen works are professionally photographed and designed for printing on vinyl banners. The title of the work and name of the artist are featured on the banner, along with the name of the sponsor for that banner. At the end of the show, the banners are removed and given to the sponsor. The sponsor does not receive reproductive rights to the work. However, they are encouraged to display the banner in their place of business, highlighting their support for enriching the community through public art programs.

### **How can YOU become a sponsor?**

Banner sponsorships are highly sought after. There are only 41 sponsorships available, with 32 banners on the Loudon Street mall and 9 on Boscawen Street. Interested sponsors are encouraged to make their commitment quickly, as placement is awarded on a "first come, first serve" basis. This is a great opportunity to get exposure for your company, while showing pride in the community by supporting local art and beautifying Old Town Winchester!

## What are benefits to sponsoring?

- Your business name will appear on both sides of the banner
- Your business name, phone number and web address will be listed on the annual ArtScape brochure
- Your business will be promoted on the Old Town Winchester and ShenArts websites
- Your business will receive recognition at the ArtScape opening reception
- At the end of the exhibit, you will receive and own your sponsorship banner
- Your company will be recognized, as a leader supporting community art by visitors and residents throughout 2018 and beyond

## INSTRUCTIONS

Please include top 3 pole choices below. This is on a first come, first served basis. The price to sponsor a banner is \$445. Payment MUST accompany form; let us know if you paid through the site.

**ShenArts**  
**811 S. Loudoun St**  
**Winchester, Va 22601**

Sponsors may choose to sponsor more than one banner. Please make checks payable to ShenArts or pay online at:

[www.shenarts.org/sponsor-artscape](http://www.shenarts.org/sponsor-artscape)

Every effort is made to make all banner locations visible. The city owns the trees and ShenArts has no control over tree maintenance, so a few banners may be slightly blocked by leaves at certain angles.

### Dates to Remember:

**January 26-** all art must be submitted for jury selection by 5 p.m.

**January 26-** all sponsorship commitments must be received

**January 31-** art will be selected and artists will be notified of the selection

**Feb 1-2** - artists drop off original artwork to ShenArts

**Feb 6-12** - original artwork will be photographed and digital transfer to banner will begin

**Feb 23-** Images added to ShenArts website and brochure produced and distributed in the downtown area to businesses

**April 17-** banners will be hung original art will go on exhibit at MSV and an opening reception will be held

ShenArts reserves the right to adjust these dates slightly based on events beyond our control.

By signing below, you are ensuring that the information is correct and are committing to sponsorship & payment.

Business/Sponsor Name	Phone Number
Contact Name	Email
Address	# of Banners Being Sponsored/ Amount of Payment
Business Name to Appear on Banner	Signature
Top Banner Location Number (please choose 3): Choice 1: ____ Choice 2: ____ Choice 3: ____	

Indicate your 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choice banner locations below. Chosen on first come, first served basis.

