



ArtScape

WHERE ART MEETS LIFE

A downtown beautification project and a unique advertising opportunity

Since 2009, the Shenandoah Arts Council (ShenArts) has partnered with Old Town Winchester to create an outdoor gallery in the historic district of downtown Winchester, Virginia. Artists of all ages participate in a juried art competition. Those selected are assigned a sponsor, and both the artist and sponsor get full recognition on the banners that hang on light posts throughout the downtown area for a year.

Why Artscape? The objective is to create an outdoor gallery experience in the heart of the community, making beautiful Winchester even more beautiful. 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. These works are reviewed and selected by jury. The chosen works are professionally photographed and designed for printing on vinyl banners. The name of the artist is featured on the banner, along with the name of the sponsor for that banner. In May/June the banners are removed and given to the sponsor. The sponsor does NOT receive reproductive rights but is encouraged to display the banner in their place of business, highlighting their support for enriching the community through public art programs.

The original art is showcased at the Museum of the Shenandoah Valley (MSV) Art in the Halls for three months, with an opening ArtScape exhibition reception recognizing artists and sponsors.

How can YOU become a sponsor? Interested sponsors are encouraged to make their commitment quickly, as placement location is awarded on a "first come, first served" basis. This is a wonderful opportunity to get exposure for your company by supporting local art.

Payment Information:

Pay online: www.shenarts.org/artscape-sponsor OR
<https://shenarts.networkforgood.com/admin/projects/119536-artscape-banner-sponsorship>

Check payable to Shenandoah Arts Council

Charge my gift to: Visa Mastercard Discover AMEX

Total amount: \$495 per banner # of banners _____

Card #: _____

Expiration Date: _____ CVV: _____ Zip Code: _____

Name as it appears on card: _____

Signature: _____



What are the benefits of sponsoring?

- ◆ Your business name will appear on both sides of the banner
- ◆ Your business name will be listed on the annual ArtScape brochure
- ◆ Your business will be promoted on social media and 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 sponsored banner
- ◆ Your company will be recognized as a leader supporting community art by visitors and residents throughout the year and beyond.

SIGN UP BY January 20, 2024 @ \$495 PER BANNER.

Forms postmarked by January 20, 2024 will be honored on a first come, first served basis. Payment MUST accompany form; let us know if you paid online.

Sponsors may choose to sponsor more than one banner. Make checks payable to **Shenandoah Arts Council**. Mail to: **SHENARTS, 530 Amherst St., Winchester, VA 22601**. Or pay online: www.shenarts.org/artscape-sponsor

Every effort is made to make all banner locations visible. The city owns the trees and ShenArts has no control over tree maintenance or position. A few banners may be obscured at certain angles and time of year, because of leaves or flower baskets.

Dates to Remember *

- January 20** – sponsor/artist submissions deadline
- January 31** - artists notified of selection
- February 1-17** - original artwork delivered to photographer
- February - March** - banner production begins
- April 18—July 16** - view original art at MSV Reception/artist-sponsor mixer at the MSV
- May** - banner production completed
- June** - banners installed in Old Town; banner reveal event and large photo of artists and sponsors
- July** - brochures distributed downtown and to artists and sponsors

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

Questions? call 540.667.5166

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

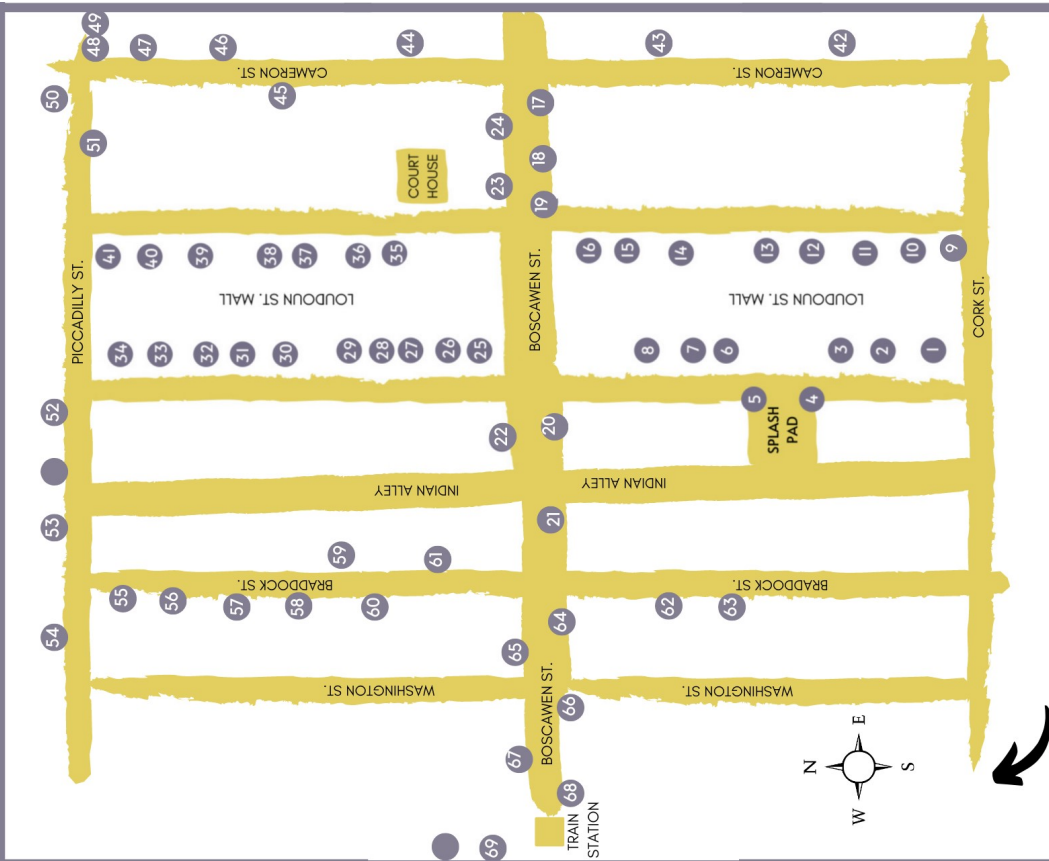
Business/Sponsor Name to Appear on Banner _____

Contact Name _____ Phone Number _____

Email _____

Address _____ City, State, Zip _____

ArtScape Banner Location Map



THIS MAP IS NOT DRAWN TO SCALE AND BANNER LOCATIONS ARE APPROXIMATE. THE CITY OF WINCHESTER RESERVES THE RIGHT TO ALTER BANNER PLACEMENT IF NECESSARY.