



ArtScape

WHERE ART MEETS LIFE

A downtown beautification project and a unique advertising opportunity

Since 2009, Shenandoah Arts Council (ShenArts) has partnered with the Old Town Advancement Commission (OTAC) 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 from July for a full year.

Why Artscape? The objective is to create an outdoor gallery experience in the heart of the community. 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. An on-site Artist Walk celebration also highlights each banner, artist, and sponsor once the banners are placed. In July, 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 exhibit 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. There are 42 sponsorships available, 32 banners on Loudoun Street and ten on Boscawen Street. This is a wonderful opportunity to get exposure for your company by supporting local art.

Payment Information:

- Pay online www.shenarts.org/artscape-sponsor
- Check payable to Shenandoah Arts Council
- Charge my gift to: Visa Mastercard Discover AMEX

Total amount: \$395 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 sponsorship banner(s)
- ◆ Your company will be recognized as a leader supporting community art by visitors and residents throughout 2020 and beyond.

SIGN UP BY March 27, 2021 @ \$395 PER BANNER.

Please include your top 3 pole choices below. Forms postmarked by March 27, 2021 will be honored. This is still on a first come, first served basis. Payment MUST accompany form; let us know if you paid through the website.

SHENARTS
530 Amherst St.
Winchester, VA 22601

Sponsors may choose to sponsor more than one banner. Please make checks payable to Shenandoah Arts Council 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.

Dates to Remember*

March 27 – sponsorships/artist submissions deadline

April 3 - artists notified of selection

April 5-8 - original artwork delivered to ShenArts

April 12-17 - artwork photographed and digital transfer to banner will begin

April 19-24 - original art hung at MSV; opening reception shortly thereafter

May - banner production completed

June - ArtScape brochure produced; images added to ShenArts website

July - banners hung, brochures distributed downtown and to sponsors

TBD - Artist Walk Event - Artists will be at their banners to welcome the public

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

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

Business/Sponsor Name _____

Phone Number _____

Contact Name _____

Email _____

Address _____

Business Name to Appear on Banner _____

Top Banner Location Number (please choose 3): Choice 1: _____ Choice 2: _____ Choice 3: _____

