



# **PIGShibition 2012**

## **A Community Art Project**

brought to you by the Ozark Literacy Council

in partnership with the

Fayetteville Advertising & Promotion Commission



## **CALL TO SPONSOR**



Officially, 2012 is the year of the Dragon, but in Northwest Arkansas this is the year of the PIG! Soon PIGShibition will occupy the city of Fayetteville helping to raise funds for the Ozark Literacy Council while illuminating our community's literacy issues and promoting local artists and the beautiful community

in which we live. 25 giant fiberglass PIGS will parade into the city of Fayetteville in July 2012. Through Fall, Summer and Winter, the PIGS will be sponsored by community members and corporations, creatively designed by local artists, displayed and paraded throughout our city, and then sold at auction on March 14, 2013 at ***Piggies Go to Market.***

## **TIME TO HAM IT UP - PIG SPONSORSHIP**

Now is the time for you to “adopt” a larger-than-life-size PIG – expertly crafted and designed by your choice of local artists chosen from our “pork-folio” of creative designs. Once designed and painted, your PIG will be securely mounted and temporarily displayed within the city in prominent locations until the PIGS go to market in March 2013. All PIGS will be marketed through collateral materials, city maps, calendars, T-shirts, and a series of public events scheduled to promote the PIGShibition event starting in July 2012. In addition, you will benefit from solid local and regional marketing efforts in the form of press releases, The PIGShibition website, Pigshibition and OLC facebooking and much, much more!



# SPONSORSHIP OPPORTUNITIES

TOP HOG \$6000	BLUE RIBBON \$3000
• 1 Painted Pig by artist of your choice	• 1 Painted Pig by artist of your choice
• Pig is yours to keep and place after campaign	• Pig to be auctioned off for benefit of Ozark Literacy Council March 14, 2013
• Your name/company name on permanent plaque on each base	• Your name/company name on permanent plaque on each base
• Logo and company link featured in Sponsorship section of website	• Logo and company link featured in Sponsorship section of website
• A featured spotlight on Facebook or blog entry about your company and sponsorship involvement	• A featured spotlight on Facebook or blog entry about your company and sponsorship involvement
• Framed Employee PIG-ture with your sponsored pig and placement on the website with logo and link to company	• Mention at <b><i>PIGmalion Preview</i></b> and <b><i>Piggies Go to Market</i></b>
• Placement of logo in posters and <b><i>PIGmalion Preview</i></b> and <b><i>Piggies Go to Market</i></b> flyers	

Don't miss this o-PORK-tunity  
 These little piggies will be going fast ...  
 All the way to Fayetteville



# THE BOTTOM SWINE

PIGShibition is a community art project that will...

- draw awareness to local literacy issues
- support OLC and local artists
- promote local artists and their work
- promote the city of Fayetteville

## THE PLAN

- 25 giant fiberglass PIGS
- PIGS will be sponsored by you, our community members, and corporations
- PIGS creatively designed by local artists
- PIGS displayed in prominent locations and paraded throughout Fayetteville during campaign
- PIGS will be sold at auction on March 14, 2013 at ***Piggies Go to Market***



## HOW TO SPONSOR A PIG?

1. Choose a design from our “Pork-folio”.
2. Once designed and painted, your PIG will be temporarily installed and displayed in prominent city locations in 2012-2013.
3. Your PIG will feature a plaque displaying your name, the artist’s name, the title of your PIG and the Ozark Literacy Council.
4. All PIGS will be marketed through collateral materials, a dedicated website, city maps, T-shirts, and a series of public events scheduled to promote PIGShibition.
5. In March, all 3k PIGS will be corralled for auction at ***Piggies Go to Market***.