

# ARTAROUND ROSWELL SCULPTURE TOUR

## ROSWELL'S 'MUSEUM WITHOUT WALLS'

ArtAround Roswell is a partnership initiative between Roswell Arts Fund and the City of Roswell. Started in 2016, this free “museum without walls” is a public art large scale sculpture collection hosted in various outdoor sites throughout the city’s acclaimed park system, historic district and private businesses. Currently the collection includes 10 permanent sculptures and 10 temporary sculptures.

The temporary sculptures are chosen yearly by a public art panel and the selected pieces are loaned by the artists to the city. New temporary sculptures are introduced to the tour every April.

## INVESTING IN COMMUNITY

ArtAround was established to further the City of Roswell’s vision/brand to be a “premier riverside community connecting strong neighborhoods and the entrepreneurial spirit” and to actualize the recommendations of the 2015 Imagine Roswell Arts & Culture 2030 study and our 2017 Roswell Public Art Master Plan.

The presence of art in and around office buildings, shopping malls and strip centers, residential developments, as well as parks and rights-of-way, has become a tradition by which residents and businesses alike judge the quality and vitality of a community.

Public art is seen as evidence of enlightened, innovative community leadership and commitment. The arts add value to the built environment. They can transform places with added meaning, interaction, beauty, and context creating memorable encounters for people in those places.

## SAMPLE OF THE PERMANENT COLLECTION THROUGHOUT ROSWELL



**Steady, Ben Pierce**  
**Corner of Canton & Norcross**  
Purchased by the Hagan Family  
Foundation. 2018.



**Ask the Fish 2.0, Stephen Fairfield**  
**Don White Park**  
Purchased by Roswell Arts Fund  
and Carl Black Buick, GMC  
Roswell. 2018



**The Uniting of Work and Spirit,**  
**Robert Clements**  
**Mill Park**  
Purchased by Randall-Paulson  
Architects. 2018.

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## YOU COMPLETE THE PICTURE

Art enriches the lives of every person and place it touches. You can play an integral part in making Roswell a destination for entertainment, inspiration, and opportunities to showcase emerging talent and world-class performances.

Sponsorship of ArtAround is for 1 year and is program wide. If you are interested in a different sponsorship package than listed below, please contact Ghila Sanders.

### Curator - \$15,000

- Distinction as presenting sponsor
- Private guided tour of ArtAround for up to 15 people
- Custom volunteer / team building experience
- Feature in press release
- Feature in one RAF newsletter
- Verbal acknowledgement at all ArtAround events
- Logo on signage at all temporary sculpture locations
- Priority placement of logo and link on website
- Full color logo on all printed ArtAround marketing materials
- Dedicated social media post (runs 4x over 1 year FB, IG, Twitter)

### Visionary - \$7,500

- Private guided tour of ArtAround for up to 15 people
- Acknowledged in press release
- Verbal acknowledgement at all ArtAround events
- Logo on signage at all temporary sculpture locations
- Full color logo and link on website
- Full color logo on all printed program marketing materials
- Solo social media post (runs 2x over 1 year FB, IG, Twitter)


### Innovator - \$5,000


- Logo on signage at all temporary sculpture locations
- Logo on all printed ArtAround marketing materials
- Full color logo and link on website
- Solo social media post (runs 1x over 1 year FB, IG, Twitter)

### Placemaker - \$2,500

- Logo on all printed ArtAround marketing materials
- Full color logo and link on website
- Solo social media post (runs 1x over 1 year FB, IG, Twitter)

## OUR REACH (AS OF DECEMBER 2020)

 Average of 1.5k monthly visitors to the Roswell Arts Fund website

 1,320 subscribers to bi-monthly newsletter; average 30% open rate

 3,212 Facebook Followers

 1,665 Instagram Followers

 639 Twitter Followers