



Soles of Haverhill–*Fashion Forward* **Sponsorship Packet**

As Team Haverhill’s Soles of Haverhill launches its next project to continue to enhance our City’s visual character, we offer you a unique opportunity to be involved in an exciting community collaboration and public art event.

Soles of Haverhill 2014 *Fashion Forward*



**"We see first-hand in Team Haverhill, which began in 2005, the positive impact that it has had on the City of Haverhill."—
MA State Representative Brian Dempsey**

Become a Major Sponsor or Supporter

The Soles of Haverhill 2014 –*Fashion Forward* presents a unique opportunity to be involved in an unforgettable creative placemaking experience: participating in a high-profile public art display that stimulates the imagination of thousands of people, encourages a community sense of well-being, promotes excitement, and supports local artists.

The original Soles of Haverhill *Shoe-labration* 2009 project created quite a buzz in New England; the colorful shoe sculptures that are still situated throughout the area continue to attract an audience of both tourists and locals alike.

Soles of Haverhill 2014- *Fashion Forward* is now inviting the business community to play a leading role in building and enriching the cultural life in Haverhill by sponsoring these works of art

As a sponsor you will be able to select a professional artist to paint your shoe bench. This enduring and dynamic art installation provides an opportunity for significant business visibility as your business name will be permanently displayed on a plaque at the base of the bench. In addition to this, you will receive recognition at prominent community events and through many media incentives. A variety of sponsorship levels are available that allows YOU to join in the fun while boosting your company profile with thousands of residents and visitors.

For more information on sponsorship opportunities please email Soles@TeamHaverhill.org or call

Eric Karlstad or Leota Sarrette 978 697 1648.

See what we did with Soles of Haverhill "*Shoe-labration*" 2009! www.SOLESOFHVERHILL.org

According to the MA Cultural Council's Executive Director, Anita Walker, Team Haverhill is being recognized with the 2011 Commonwealth Creative Community Award for its "extraordinary efforts to make Haverhill a better place to live, work, and visit."



Sponsorship Levels

Presenting Sponsor **\$10,000**

- Credited as the exclusive, "Presenting Sponsor" in all marketing materials, press releases, website, social media communications and events/displays. (Will include logo where possible).
- Exclusive Sponsor of the Historic New England & the "Pop-up" Museum Exhibits (Fall 2014)
- First choice of prominent site for shoe installation.
- Includes your name/company name prominently cited on the base of one 6' x 4' sculpture for permanent public art display, Artist design and execution of mutually agreed-to design of the shoe sculpture (Soles of Haverhill will pay a \$750 honorarium to the artist).
- Receives 20 complimentary admission tickets to Reach Fashion & Trunk Show; VIP Front Row SEATING and Access to BACKSTAGE, PRE-PARTY and AFTER PARTY VIP ACCESS; Professional photos taken on the RED CARPET
- Receives invitation to VIP Thank You Reception in Fall 2014
- Invitation to all Soles of Haverhill events

Walking Map Sponsor **\$7,000**

- Credited and Prominent advertisement in printed walking map of shoe locations and important historic/cultural/recreational sites in Haverhill
- Credited as Walking Map Sponsor in all marketing materials, press releases, website, and social media communications.
- Includes your name/company name prominently cited on the base of one 6' x 4' sculpture for permanent public art display, Artist design and execution of mutually agreed-to design of the shoe sculpture (Soles of Haverhill will pay a \$750 honorarium to the artist).
- Receives 10 complimentary admission tickets to Reach Fashion & Trunk Show
- Receives invitation to VIP Thank You Reception in Fall 2014

Red Carpet Sponsors **\$5,000**

- Credited as Red Carpet Sponsor in all marketing materials, press releases, website, social media communications and events/displays. Will include logo.
- Sponsor of a Soles of Haverhill event
- Choice of primary shoe sculpture location
- Includes your name/company name prominently cited on the base of one 6' x 4' sculpture for permanent public art display, Artist design and execution of mutually agreed-to design of the shoe sculpture (Soles of Haverhill will pay a \$750 honorarium to the artist).
- Receives 10 complimentary admission tickets to Reach Fashion & Trunk Show
- Receives invitation to VIP Thank You Reception in Fall 2014
- Invitations to all Soles of Haverhill events

Community Sponsors **\$3,000**

- Your name/company name prominently cited on the base of one 6' x 4' sculpture for permanent public art display,
- Artist design and execution of mutually agreed-to design of the 6' x 4' shoe sculpture (Soles of Haverhill will pay a \$750 honorarium to the artist)
- Invitations to all Soles of Haverhill events
- Receives 4 complimentary admission tickets to Reach Fashion & Trunk Show
- Receives invitation to VIP Thank You Reception in Fall 2014



SPONSOR NAME: _____

CONTACT INFORMATION:

Lead Contact: _____

Phone: _____

Address: _____

Email: _____

SPONSOR LEVEL:

_____ Presenting Sponsor \$10,000

_____ Walking Map Sponsor \$7000

_____ Red Carpet Sponsor \$5000

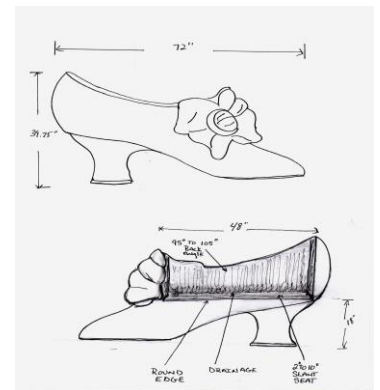
_____ Community Sponsor \$3000

****Deadline: September 30, 2013****

Send form and check made payable to:

Team Haverhill SOH
 PO Box 3054,
 Haverhill MA 01835

Thank You for Your Support!



Shoe Model





ABOUT TEAM HAVERHILL

Team Haverhill is an independent, volunteer action group dedicated to making Haverhill a better place to live, learn, work and play.

“We pursue this purpose by fostering civic dialogue, organizing hands-on projects, creating a more informed public, and advocating for positive change.”

Team Haverhill is a 501(c) (3) nonprofit organization serving Haverhill, Massachusetts.

Since 2006, when Team Haverhill became an independent entity, we have continued to refine our vision with periodic community conversations and annual goal-setting by Team Haverhill members.

A few of the broadly-shared hopes and visions that have continued to inspire Team Haverhill’s work include:

- Foster an attractive, vibrant downtown—and let our residents and potential visitors know about it!
- Celebrate the variety of cultures and age groups in our city.
- Use public art and cultural events to draw positive attention to our city, strengthen the economy, and bring people together—residents and visitors alike.
- Provide rich, life-long learning for all groups and ages.
- Build a healthy business environment, with many locally-owned enterprises and good employment opportunities for residents.
- Foster a “green” Haverhill that includes protected open space, farmland, wildlife habitat, and drinking water; and improve our environmental practices, such as recycling.
- Put the city on solid financial footing and reduce our debt.

Team Haverhill has a distinctive role in Haverhill’s ongoing revitalization:

- Focusing on quality-of-life aspects of revitalization, such as locally-themed public art, festival activity along the Merrimack River, and a vibrant Haverhill Farmers’ Market
- Generating volunteer leadership and energy
- Convening an annual “Possible Dreams” community conversation – to sustain the spirit of the original community-visioning process, help establish near-term priorities, and strengthen networks of co-operation.

For more info please visit www.TEAMHAVERHILL.org

Facebook <https://www.facebook.com/TeamHaverhill>

YOUTUBE <http://www.youtube.com/user/TeamHaverhill>