

BOURBON BARREL PROJECT ON TOWN BRANCH

Sponsorship Fact Sheet

BOURBON BARREL DESIGN SELECTION

Bourbon barrel designs selected by a jury of arts professionals will be placed in The Bourbon Barrel Project on Town Branch Portfolio, from which sponsoring businesses and individuals may select. Specific times will be arranged for each sponsor to view the portfolio based on when the sponsor paid – First paid in full, first to select.

A sponsor may also contract directly with an artist. If a sponsor negotiates directly with an artist, the sponsor is responsible for paying the artist's fee. Such private arrangements, however, will not reduce the Sponsorship fee. . In addition, the artist must submit a design proposal and The Bourbon Barrel Project on Town Branch reserves the right to approve all designs. No bourbon barrel will be released without prior design approval. All other design approvals, conditions and deadlines apply.

SPONSORSHIP LEVELS

- THE ANGEL'S SHARE - \$5,000 – Sponsorship, artist selection and ultimate ownership of one barrel from the Bourbon Barrel Project, in addition to promotional opportunities and exclusive invitations to VIP social events.
- THE DEVIL'S CUT - \$2,500 – Sponsorship and artist selection of one barrel from the Bourbon Barrel Project to be auctioned at a later date, in addition to promotional opportunities and exclusive invitations to VIP social events.

ACKNOWLEDGEMENT OF SPONSORS

- Individual plaque with sponsor name affixed to the base on which your barrel is mounted
- Presence on The Bourbon Barrel Project on Town Branch webpage (www.bourbonbarrels.org)
- Presence on all printed materials, including souvenir journal and exhibition map

OWNERSHIP

The Bourbon Barrel Project on Town Branch is a public art project of LexArts, Inc. LexArts will retain ownership of barrels until they are sold either outright, at auction, or through other mechanisms. No use of The Bourbon Barrel Project on Town Branch name or brand may be used without the express written permission of LexArts, Inc.

AUCTION PROCEEDS

Barrels that are not purchased outright will be auctioned at The Bourbon Barrel Project Gala and Auction. Five percent of the proceeds will cover LexArts' project costs, ten percent will be awarded to the artist as a bonus honorarium, and the balance will be split equally between LexArts' Public Art Fund and a juried list of arts-focused organizations.

BBPOTB PROJECT CALENDAR

June 24 | Deadline for submissions. This is not a postmark deadline; complete packets must be received by the LexArts office by this date.

June 26 | Jury meets and artists notified of jury's decision.

June 27, 28 | Sponsor/Artist Matching

Late-June | Barrels delivered to Lexington warehouse. Selected and sponsor-matched artists advised of pick-up times.

August 23 | Artists deliver completed barrels to warehouse

September 5 | VIP Preview Party

September 6, 7 | Public Preview

September 10 | Barrels placed in public exhibition spaces

November 16 | The Bourbon Barrel Project Gala and Auction

**Please note, project timeline subject to change.*

For additional information on Bourbon Barrel Project sponsorship, please contact us at sponsors@bourbonbarrels.org.

