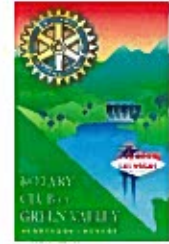




ROTARY CLUB OF GREEN VALLEY

HENDERSON, NV



PRESIDENT: LARRY SKAGGS

SECRETARY: TED GRUNER

March 4, 2010

Dear Prospective Sponsor:

The **Rotary Club of Green Valley**, in collaboration with the City of Henderson, would like to offer you the opportunity to become a "Square Sponsor" in the 2nd Annual **Piazza Colori**, our version of an Italian Street Painting Festival, held each year in conjunction with the **Artfest™ of Henderson**.

On **May 8th** and **9th**, an estimated 40,000 adults and children are expected to attend this event in downtown Henderson, where local artists and craftsmen will display their works in a celebration of creativity and beauty.

During difficult times, support for "the arts" is often a casualty. **Piazza Colori** provides talented artists a "concrete canvas" to express themselves and have their works viewed by thousands. These pictures are created in full view of the public, who are encouraged to interact with the artists as they use their amazing talents to create beautiful "murals" before their audience's eyes. The fact that the paintings disappear at the end of **ArtFest™** makes their beauty even more appealing.

We are inviting you to join us by purchasing a square at **Piazza Colori**. Your support will not only provide much needed financial assistance for this event and the projects conducted annually by the **Rotary Club of Green Valley**, but it will also offer you an opportunity to have your name recognized by thousands of attendees. In short, **Piazza Colori** sponsorship is a great way to promote your company, support your community, and provide assistance for this unique event.

Please review the attached materials to learn more about the event, our club, and **Rotary International**. The **Rotarian** who gave you this packet should be able to answer any additional questions you may have. Then join with us by returning your **Square Sponsor Application** by **April 17, 2010**.

Become a partner with us in celebrating "the arts" at **Piazza Colori** – a wonderful way to support the community and to demonstrate your commitment to helping others!

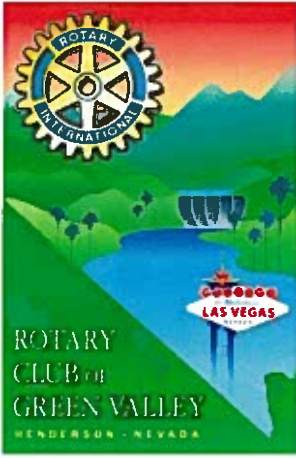
Ted Gruner - Event Chair

Larry Skaggs - Co-Chair

Sterling Respass - Co-Chair

2756 N. Green Valley Parkway ~ Suite 202 ~ Henderson, NV 89014

www.greenvalleyrotary.org



SPONSOR'S PARTICIPATION FORM

THE ROTARY CLUB OF GREEN VALLEY

Presents

“PIAZZA COLORI”

(Public Square Colors)

SATURDAY, MAY 8 - SUNDAY, MAY 9, 2010

Yes! I want to be a sponsor and help support the **Rotary Club of Green Valley**. I understand that I will have my name displayed above an artist's chalk drawing during the **2010 ArtFest™ of Henderson**.

“Squares” on the Henderson Events Center Plaza are available on a first come, first served basis.

Please indicate desired quantity and size.

Square Size	3' x 3'	5' x 7'	5' x 7'	8' x 10'	8' x 10'	10' x 10'
Square Price	\$50	\$150	\$150	\$300	\$300	\$500
Layout (Circle Preference)	~	Portrait	Landscape	Portrait	Landscape	~
# of Squares						
Total Price	\$		\$	\$	\$	\$

I have enclosed payment in the amount of \$ _____ with this form.

Name of Business / Individual / Organization *(the way you wish the name to appear above the chalk drawing)*:

Sponsor's Address: _____ City/State/Zip: _____

Contact Name: _____ E-mail: _____

Phone (Home): _____ Phone (Cell): _____

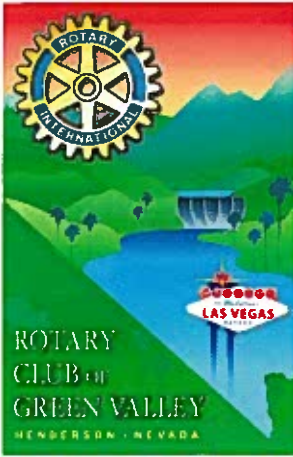
ARTIST INFORMATION – *(Please check one)*

- I will provide my own artist(s) – (Artist(s) **MUST** complete an *Artist's Participation Form*).
- I would like the **Rotary Club of Green Valley** to match me with an Artist.

All artwork must be appropriate for public viewing by all ages. Only chalk pastels in a solid form may be used: No acrylic paints, liquid pastels, fixatives, etc. are permitted. The Rotary Club of Green Valley reserves the right to take and use photographs of all drawings and participants.

ALL SPONSORSHIP FORMS MUST BE RETURNED BY SATURDAY, APRIL 17, 2010.

For more information, visit our website at www.greenvalleyrotary.org



ARTIST'S PARTICIPATION FORM

THE ROTARY CLUB OF GREEN VALLEY

Presents

"PIAZZA COLORI"

(Public Square Colors)

SATURDAY, MAY 8 - SUNDAY, MAY 9, 2010

The **Rotary Club of Green Valley** invites you to participate in our 2nd annual "*Piazza Colori*" event in conjunction with the **2010 ArtFest™ of Henderson**. Applications are now being taken from professional, practicing, and student artists who would like to participate as "street painters." There is no cost to you. The **Rotary Club of Green Valley** will provide all the chalk. We will review your application, and upon acceptance, you will be notified by **May 1, 2010**. **An application is required from every person who wishes to participate, including helpers.**

Please **completely** fill out and return this application by **April 17, 2010**.
Include non-returnable sample photo(s) of your work, identified with your name.

Artist's Name: _____

Artist's Address: _____ City/State/Zip: _____

Phone (Home): _____ Phone (Cell): _____

Email Address: _____

Tee Shirt Size (*circle one*): Small Medium Large X-Large XX-Large XXX-Large

Are you (*circle one*): Professional Artist Practicing Artist Student Beginner

Are you applying as (*circle one*): Lead Artist Helper - (Name of the Lead Artist you are assisting): _____

Preferred size: (*We will do our best to accommodate - but cannot guarantee - your request*):

3' x 3' 5' x 7' Portrait 5' x 7' Landscape 8' x 10' Portrait 8' x 10' Landscape 10' x 10'

In the space below, please describe your proposed image:

The **Rotary Club of Green Valley** has sponsors for squares, but you are welcome to find a business, club, organization, or friend to sponsor your square. If you wish to be your own sponsor, you may purchase a square. Be sure to inform us if you already have your own sponsor. All sponsors **must** fill out and return the *Sponsors Participation Form* prior to **Saturday, April 17, 2010**.

*All artwork must be appropriate for public viewing by all ages. Only chalk pastels in a solid form may be used: No acrylic paints, liquid pastels, fixatives, etc. are permitted. The Rotary Club of Green Valley reserves the right to take and use photographs of all drawings and participants. Please review and retain the **Information for Artists** page which accompanies this application.*

For more information, visit our website at www.greenvalleyrotary.org

2010 Event Information Sheet

You Can Be a Sponsor

For as little as \$50 or as much as \$500, you can buy a square to advertise your company and your commitment to the Henderson community. Proceeds from *Piazza Colori* are a source of funding for the charitable works of the **Rotary Club of Green Valley**. The Club makes donations to Henderson-area and Southern Nevada charities and groups that deal with problems ranging from poverty to illiteracy. Lists of past beneficiaries are available in the [Community Service](#) and [International Service](#) sections of our website (<http://www.greenvalleyrotary.org>).

Ever mindful of Rotary's place in the world, the Club is always ready to lend support to emergency relief efforts when they arise, and to participate in International projects, including Rotary's goal of eliminating polio from the face of the earth.

As a Sponsor, you can be the artist, you can arrange for the artist, or you can be assigned an artist from the **Rotary Club of Green Valley's** roster of volunteer artists. The choice is up to you. You, or your artist, have the opportunity to fill the space with a chalk painting to delight the eyes and minds of thousands of **ArtFest™ of Henderson** participants. If you have a specific image you would like to have chalked on your square, you must provide your own artist. Artists assigned from the Club list of volunteer artists are free to pick whatever inspires them at the moment.

Each Sponsor's name will be prominently displayed by a sign attached to a square. The **Rotary Club of Green Valley** will supply the chalk for all artists.

Why Become A Sponsor?

- Excellent publicity for your company or organization at a well-attended event
- Support for Henderson-area and Southern Nevada charities
- Support for Rotary's goal to eradicate polio from the earth
- Support for Rotary International assistance or relief efforts
- Send a team of your employees to a fun event
- Give a square to a good customer
- Gift for Employee of the Month
- Birthday present for a talented relative
- Provide a great time for volunteers
- Stimulate the creative minds of your team
- Challenge a rival to a competition
- Remember someone special **ArtFest™** is held on Mother's Day weekend May 8th & 9th, 2010
- Use chalk image in your promotions
- Visit with friends and neighbors as they watch you work on your drawing
- Deductible advertising business expense
- Show off your artistic ability

What is Rotary?

Rotary is an organization of business and professional leaders united worldwide who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. In more than 200 countries worldwide, approximately 1.2 million Rotarians belong to more than 32,000 Rotary clubs.

Rotary club membership represents a cross-section of the community's business and professional men and women. The world's Rotary clubs meet weekly and are nonpolitical, nonreligious, and open to all cultures, races, and creeds.

The main objective of Rotary is service — in the community, in the workplace, and throughout the world. Rotarians develop community service projects that address many of today's most critical issues, such as children at risk, poverty and hunger, the environment, illiteracy, and violence. They also support programs for youth, educational opportunities and international exchanges for students, teachers, and other professionals, and vocational and career development. The Rotary motto is **Service Above Self**.

Since being founded in 1992, the **Rotary Club of Green Valley** has been a supporter of many community projects and groups, including the Boy Scouts, Girl Scouts, C.T. Sewell Elementary School, Hope Link (formerly Henderson Allied Community Advocates), Nevada Child Seekers, and the Salvation Army. The Club has continuously supported both Silverado and Green Valley High Schools, along with Opportunity Village, Henderson District Public Libraries, and has provided mini-grants to teachers in several neighborhood schools.

International projects included refurbishing an ambulance that was sent to Armenia, helping to fund an elementary school project in Chile, supporting Tsunami relief to South and Southeast Asia, and purchasing wheel chairs for disabled children in Mexico. The club has also provided assistance to build a dental clinic in Tanzania and to help the victims of the devastating bush fires in Australia and the earthquake in Haiti.

A complete list of the charities that have been helped can be found by clicking on the links to [Community Service](#) and [International Service](#) on our website (<http://www.greenvalleyrotary.org>).

Frequently Asked Questions

What is it?

Piazza Colori (Public Square Colors) is our version of an Italian Street Painting Festival (I Madonnari).

Artists are free to create, with chalk pastels, a drawing on the concrete - just like graffiti.

Piazza Colori is held in conjunction with the **2010 ArtFest™ of Henderson**.

When is it?

The **ArtFest™** runs from **10:00 am. - 5:00 pm.**, both **Saturday May 8,** and **Sunday, May 9, 2010.**

Where is it?

The **ArtFest™** will be held in the *Water Street District*, in downtown Henderson, and also inside the Convention Center. **Piazza Colori** will be located in the **Events Center Plaza** at 200 S. Water St.

Questions from Artists

What type of chalks is used?

Prang Gallery 12 Freart colored paper chalks. Each new box of chalk contains 12 colors (including black and white). You may also swap chalk with other artists to put together enough of the colors you need.

May I bring my own chalks?

No. To protect the integrity of the Events Plaza, you may only use the chalk that is provided at the time of check-in. And very definitely, **no fixatives!!**

Where do I pick up the chalks?

At the **Rotary Club of Green Valley** registration table located on the Events Plaza.

What if I need more chalk?

If you need more chalk in particular colors, you can exchange colors with other artists, as is the custom at the street painting festivals in Italy. At the end of the fest, you can either keep your chalks or deposit them in a collection box. The donated chalk will be given to local area schools.

What should I bring with me (artist)?

A hat to block the sun, water or other beverage, something to sit/kneel on. Many artists use disposable latex gloves to protect their hands. When you register, you will receive a list of items to bring and not bring (boom boxes, dogs) along with other information.

When can I start working?

7:30 am. Saturday, May 8th.

How long does it take?

Some artists will finish in a couple of hours, but there is no real time limit. You must be finished by 12:00 p.m., Sunday, if you wish your drawing to be included in the judging. Artists are encouraged to be present throughout the event to talk with the public.

Do I need a sponsor?

Yes, but if you don't have your own, the **Rotary Club of Green Valley** will provide one.

Can I register at the event?

Yes, if there is any space available.

Can I bring someone to help me?

By all means, the more the merrier!

Questions from Sponsors

What does it cost to participate?

From \$50 to \$500; the amount depends on the size of the square you sponsor. The smallest squares (3' x 3') are \$50. Additional sizes of squares are available at higher costs. The biggest squares (10' x 10') are \$500.

How is my name/business displayed?

Each block will have a display sign with the name of the sponsor.

How many people attend?

On average, the **ArtFest™ of Henderson** draws over 40,000 visitors each year.

Do I have to provide an artist?

Only if you want to. Perhaps you have a talented employee who could use it as a reward, or a talented customer who may deserve a treat. Or, you could set up a raffle or contest with the square as a prize. It's more fun to put together a team of employees to produce something you can use in future advertising. If you do not want to provide an artist, the **Rotary Club of Green Valley** will provide an artist for you.

Can I have the artist produce an image of my choosing?

If you provide your own artist, you can speak to them about the image you would like to have depicted on your square. Sponsors, who would like, for example, their corporate logo, will have to make arrangements with an artist of their choosing in advance. If the **Rotary Club of Green Valley** provides an artist for you, that assignment will happen just prior to the event. It may be too late to request a specific image at that point. **We do not encourage company logos.** Artwork must be appropriate for public viewing by all ages. (No offensive, violent, or sexually explicit graphics, words, political or religious statements). The **Rotary Club of Green Valley** reserves the right to deem submitted subject matter inappropriate before, or during the event. Inappropriate material will be disallowed or removed.

Is the cost tax deductible?

Yes, but please check with your accountant or tax advisor to be sure. Donations should be deductible as an advertising business expense.

Can I have more than one artist draw on my spot (a team)?

Yes. Sponsors may put together employee teams as a fun event. You may want to challenge one of your competitors to a friendly contest! However, space around each square is limited, so artists will be required to be mindful of other artists and visitors.

General Questions

Are children allowed to participate?

Absolutely. However, children under 13 must be teamed with an adult artist. We will have special smaller blocks set aside just for children under 13. These blocks can be used on the spot if the child becomes inspired. We will provide the chalk for them to use. There is a special area of small squares that will be available on a first-come, first-served basis. Donations to the **Rotary Club of Green Valley** for these squares will be welcome.

What happens to the pictures?

Sadly, they are all washed away at the end of the fest. We will photograph many of the drawings for the purpose of historical record and future publicity, and we encourage you to do the same.

What happens if it rains?

If it is a light rain, we will continue anyway and hope it stops. Bring plastic sheeting if the skies look threatening. Because **Piazza Colori** is held in collaboration with the **2010 ArtFest™ of Henderson** there is no rain date.

Will there be refreshments/sanitary facilities?

The **ArtFest™** has a food festival as part of the program and there will be facilities all through the Water Street area. Artists are requested to eat in the food concession areas and not in the vicinity of the drawings. We will have water available at no cost for the artists and volunteers in our VIP area.

Where does the money go?

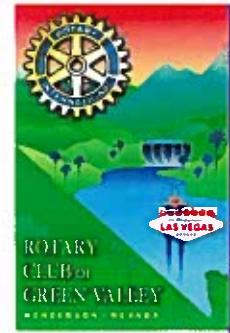
Proceeds from the event go to the **Rotary Club of Green Valley**. The Club makes donations to Henderson-area charities and groups that deal with problems ranging from poverty to illiteracy. A list of past beneficiaries is available in the **Community Service** and **International Service** sections of our website. Ever mindful of Rotary's place in the world, the Club is always ready to lend support to emergency relief efforts when they arise, and to participate in International projects, including Rotary's goal of eliminating polio from the face of the earth.



2010 ARTFEST™ OF HENDERSON

THE ROTARY CLUB OF GREEN VALLEY

IN COLLABORATION WITH THE CITY OF HENDERSON, NV
PRESENTS



“PIAZZA COLORI”

(PUBLIC SQUARE COLORS)

May 8th & 9th - 10 am. - 5 pm.

PIAZZA COLORI is our version of an Italian Street Painting Festival. Artists are free to create, with chalk pastels, a drawing on the concrete - just like graffiti. Drawings are created in full view of the public, who are encouraged to interact with the artists as they use their amazing talents to create beautiful “murals” before their audience’s eyes. The fact that the paintings disappear at the end of the fest makes their beauty even more appealing.

Cash prizes awarded to artists at both professional and amateur levels.



“Squares” are priced from **\$50 - \$500** depending on size, and may be purchased from any **Green Valley Rotarian**. Proceeds from the event are a source of funding for the charitable works of **The Rotary Club of Green Valley**.

PIAZZA COLORI will be located in the **Henderson Events Center Plaza** at 200 S. Water St.



Details concerning **PIAZZA COLORI**, along with applications for both artists and sponsors, are available on the **Rotary Club of Green Valley** website:

www.greenvalleyrotary.org

For additional information, contact Ted @ (702) 290-8125