GASLAMP 150 PUBLIC ART INSTALLATION

PARTNERSHIP OPPORTUNITIES
150 YEARS OF GASLAMP

Join us in this celebration!

ABOUT THE PROJECT

The Gaslamp Quarter Association is pleased to announce the creation of 15 fiberglass rabbit sculptures in the Gaslamp Quarter to commemorate the 150th Anniversary of the neighborhood’s original settlement. 150 years ago, the area that is now the Gaslamp Quarter was jokingly nicknamed “Rabbitville” after its chief inhabitants. The “Rabbitville” installation will honor the pioneering spirit of legendary founder, Alonzo Horton, who transformed Rabbitville into modern San Diego. Artists will be paired with sponsors to collaborate in the creation of the fiberglass sculptures. Or sponsors can “adopt” the 6 rabbits that have already been created. These unique masterpieces will be on exhibition around San Diego to the public starting in May 2017.

BE PART OF 150 YEARS OF HISTORY!

We are asking you to assist us in making the installation a reality! The Gaslamp Quarter Association is soliciting sponsors with a passion for public art and a commitment to educating the public on our rich history. For $10,000 sponsors will enrich the lives of San Diego's diverse citizens and its visitors, receive significant media and promotional opportunities, and be gifted a rabbit upon completion of the program.

Further, funds raised through sponsorship will also help us launch a new enhanced lighting project. The decorative tree lighting in the Gaslamp Quarter has fallen into serious disrepair, and the GQA would like to install durable, high-performance lighting to help keep our district looking beautiful and safe. Your sponsorship will literally light our way into the future!

For Questions and More Information, Please Contact: Michael Trimble | michael@gaslamp.org | (619) 233-5227
PROMOTIONAL PLAN

Social Media and Web Promotions to thousands of followers via Facebook, Instagram, Twitter and Email news.

Once Rabbits are unveiled:

-Rack Cards: 2000+ distributed to area hotels, convention center, San Diego Tourism Authority, and throughout downtown promoting the public art program and 150th Anniversary events.

-Print Media: Various Media partners like The San Diego Union Tribune, Pacific Magazine, Citybeat, The San Diego Reader, Downtown News, feature stories in all of these platforms.

-Television and Radio Media: Various local news and radio station coverage at the rabbit unveiling, the tour of the rabbits, and the 23rd Annual Taste of Gaslamp and the 150th Birthday Party Celebration.

-Exhibitions in the Gaslamp Quarter and around San Diego County.
  -Estimated 8-10 Million visitors to the Gaslamp Quarter annually

Gaslamp Insider: e-Newsletter Anouncements: e-newsletter with distribution of more than 15000+.

Online promotions at Gaslamp.org.

Plaque: with company name and logo mounted on the sculpture
PLATINUM CARROT SPONSOR
$10,000

- Rabbit sculpture ownership (after unveiling and exhibition)
- 6 rabbits have been created already and available for adoption. Or your company can collaborate with the remaining artists selected by the public arts subcommittee or your own artist to create your rabbit.
- Prominent name placement on commemorative plaque on the pedestal of the Rabbit.
- 15 VIP Tickets to the 150th birthday celebration
- Logo and name on all promotional materials
- Logo and name featured prominently on exhibition signage
- Inclusion of Logo, company name and link on special Rabbitville 150 page on Gaslamp.org
- Top billing of sponsor logo on online marketing channels: e-news and social media channels
- Recognition in radio, print, TV and online media
- Live recognition at the 150th Anniversary party
- Custom press release created upon completion/adoption of your rabbit
- Press release and publicity for large exhibition opportunities: ie. The Midway Museum, Balboa Park, The San Diego County Fair, etc.
- Framed photo of Platinum Carrot Sponsor’s Rabbit with Sponsorship recognition.
- Inclusion in additional marketing and promotional opportunities surrounding the year long campaign.
THE GASLAMP QUARTER ASSOCIATION
The Gaslamp Quarter Association® (GQA) is a nonprofit 501(c)6 merchants’ association, representing nearly 400 businesses located within the boundaries of the Gaslamp Quarter. The GQA is the second oldest Business Improvement District in the City of San Diego, having been established under City of San Diego Ordinance No. 15647 on January 4, 1982. The GQA is contracted by the City to manage and promote the Gaslamp Quarter National Historic District, and is partially funded by the City of San Diego’s Small Business Enhancement Program.

The GQA Board and Staff works throughout the year to actively promote the Gaslamp Quarter as San Diego’s premier dining, shopping, and nightlife destination through community and media relations, special event production, management and growth of the Gaslamp Quarter digital footprint, and coordination of various promotional programs, member workshops, and forums for the benefit of our vibrant community.

DOWNTOWN SAN DIEGO PARTNERSHIP CLEAN & SAFE
The Gaslamp Quarter Association® is working in conjunction with the Downtown San Diego Partnership Clean & Safe program to make this unique public art installation possible. “Rabbitville” received its initial funding from the DSDP Clean & Safe Board of Directors whom allocate money to each Downtown neighborhood for placemaking projects. The Clean & Safe team will assist in the installation and ongoing maintenance of “Rabbitville” as well as monitor the safety of the art throughout the program.

Clean & Safe is a Property and Business Improvement District (PBID) that covers 272 blocks, which includes: Core Columbia; Cortez; East Village; the Gaslamp Quarter and Marina. The Clean & Safe Team of Maintenance and Safety Ambassadors are deployed in the five Downtown neighborhoods 24 hours a day, 7 days a week. Our Maintenance crews perform maintenance activities in the public right of way supplementing the City of San Diego’s services. Our Safety Ambassadors serve to complement the City of San Diego’s Police Department acting as extra eyes on the street, assist visitors with directions and information, and provide social outreach referrals.

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Sponsorship Form

Gaslamp Quarter Association- #33-0387673

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Donor Information (please print or type)

Name
Billing Address
City, State, Zip
Phone | Fax
Email

Sponsorship Information

We are excited to participate as a Platinum Patron of the Rabbitville Public Art Project. For a $10,000 donation, valuable funds will be raised for the Gaslamp Quarter Association to purchase and install enhanced lighting throughout the historic Gaslamp Quarter.

I (we) plan to make this contribution in the form of: □ cash □ check □ credit card □ other

Credit card type | Exp. date
Credit card number
Authorized signature

Gift will be matched by (company/family/foundation) ____________________________

Acknowledgement Information

Please use the following name(s)/ logo in all acknowledgements: ________________________

□ I (we) wish to have our gift remain anonymous.

_________________________  ___________________________
Signature(s)               Date

Please make checks, corporate matches, or other gifts payable to: Gaslamp Quarter Association- #33-0387673
614 Fifth Ave, Suite E San Diego, CA 92101

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