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*The perfect combination of original public art and private auction with proceeds going to benefit groups working on issues related to the Great Wild Salmon ~ protect, restore, educate, support.*

July 2010

Dear Friends of Wild Salmon ~

Did you see the cows in Chicago? Pigs on Parade in Seattle? The Party Animals in Washington, D.C.? Or, the Elephant Parade which just closed in London? I am pleased to invite you to be part of **The Great Wild Salmon Run** project. With your help, **The Great Wild Salmon Run** public art sculptures will grace the streets of Seattle, Mercer Island, Bellevue and Kirkland from Memorial Day 2011 through Labor Day 2011 culminating in a Gala and live auction in October.

**The Great Wild Salmon Run** will be the most visible community-wide arts exhibition and charity event ever held in the Seattle metropolitan area. The once-in-a-lifetime outdoor public art exhibit will transform the cityscapes of Seattle, Mercer Island, Bellevue and Kirkland. Our goal is to place 100 large scale original art Wild Salmon sculptures strategically in parks and on corners in central business districts throughout these cities for three months. While the Wild Salmon sculptures are on public display, we will be hosting several fun-filled public and media events that showcase **The Great Wild Salmon Run** and those who have partnered with the project as Sponsors.

Some of our events include a Tribal Salmon Blessing, Kick-Off Artists' Reception, Celebrity Chef Salmon BBQ, a benefit concert, a Great Wild Salmon Fun Run, Celebrity Golf Tournament, Spot-The-Salmon contest for kids who locate all the Wild Salmon sculptures on downloaded maps, while Dr. Salmagundi, our spokes-fish, participates in regional summer parades. Three months of fun and fundraising to support non-profits working on issues related to saving Wild Salmon in the Pacific Northwest.

The economy is slowly getting better and we're all in the mood for some fun and good news. What better way than a regional celebration of this iconic fish ~ Great Wild Salmon? A festival that highlights the importance of Wild Salmon ~ protect, restore, educate, and support.

We hope you can be part of this extraordinary project. We thank you in advance for your consideration and support.

Sincerely,

Heidi Behrens-Benedict  
Executive Director



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### Why Donate?

The following pages detail the breakdown on the various contribution levels and the sponsorship benefits attached to each level. The documents may seem a little information dense, but we want to highlight what you can expect from your financial contribution.

Your contribution shows your community leadership and commitment to supporting good works. Sure, all these things are great, the publicity, the community outreach, the nonprofit support. But, the main reason you should sponsor the Great Wild Salmon Run . . . ?

"What is at stake here goes far beyond the issue of salmon recovery. To me, it raises the question of whether we have the courage and the will to reconcile the growing contradiction between the world we say we want to leave our children and the one we are actually creating through the decisions we make today. And, it calls into question our capacity to take explicit and intentional action to shape our own future rather than to simply react to circumstances, allowing by default our future to become a matter of chance. It's time to fight for wild salmon. It's time to fight for us. It's time to fight for our future."\*

"To protect a perfect ecology. Wild Salmon support the predators, who then fertilize the forest, which will create shade for the new Wild Salmon. These species are tied together and the loss of one would eventually confound the others."\*\* That cycle of life and death and rebirth is threatened and in danger. If we lose Wild Salmon, it will change this place we love.

As Professor E. O Wilson said, recently, "the Earth is our home. The rest of life is the critical part of that home. Unless we preserve the rest of life, as a sacred duty, we will be endangering ourselves by destroying the home in which we evolved and on which we completely depend."

*Sacred duty.*

That is the reason.

\*John Kitzhaber, former governor of Oregon, \*\*The Nature Conservancy, Sanjayan, "Salmon, Bear and a Perfect Ecology"



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## Project Overview

**The Great Wild Salmon Run** is an exciting community public art exhibition and charity event to benefit nonprofits working on issues related to saving Wild Salmon. **The Great Wild Salmon Run** will produce 100 fiberglass Wild Salmon sculptures (approximately 7 feet long). The fiberglass sculptures will be distributed to the artists who responded to the "Call to Artists" published on the Great Wild Salmon Run website. The winning entries will be selected by jury.

From Memorial Day 2011 through Labor Day 2011, The **Great Wild Salmon** will run in Seattle, Mercer Island, Bellevue and Kirkland. This exceptional outdoor public art exhibition will transform the cityscapes of the business districts of these towns. It is destined to be the most visible community-wide public arts event ever held in the Seattle metropolitan area. The goal of the Great Wild Salmon Run is to raise money for local nonprofit groups working on issues related to the protection of Wild Salmon.

In recent years, several cities across the nation and around the world have organized similar fundraisers featuring such creatures as elephants, horses, gators, dolphins, cows and pigs to name only a few. The public art sculptures all drew tourist dollars and gained enormous popularity with residents and visitors alike. To make it easy for people to view all the Wild Salmon sculptures, we will develop a downloadable, interactive map on our website. This spectacular art event will showcase the creativity, diversity, humor and talent of local artists.

The beloved Great Wild Salmon is not only an economic force but a cultural icon as well. The **Great Wild Salmon Run** will have an educational component. We will take this opportunity to educate people about the importance of Wild Salmon, what they can do to protect local habitat and how their food choices can support this vital fishery.

Through a series of events, we are planning a fun-filled summer of art. Supporting **The Great Wild Salmon Run** project involves not only participation in an exciting public art exhibition for the community but also supporting local nonprofits working on this important issue. It is likely to be the largest regional philanthropic project of its kind as it teams corporate sponsors, individual and public sector donors, nonprofit organizations and artists in this worthwhile endeavor. Your donation to **The Great Wild Salmon Run** is fully tax-deductible.

**Join us! Be part of the fun and part of the solution.**

[www.cowparade.org](http://www.cowparade.org) ~ [www.poniesdelpueblo.org](http://www.poniesdelpueblo.org) ~ [www.elephantparadelondon.org](http://www.elephantparadelondon.org)

Thank you for supporting The Great Wild Salmon Run.

For additional information regarding our activities or financial information, The Great Wild Salmon Run is registered with the Washington State Charities Program as required by law and information may be obtained by calling 800-332-4483 or 360-725-0378.



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### **The Great Wild Salmon Run ~ Sponsorship Package FAQ's**

Sponsors of **The Great Wild Salmon Run** community public art event serve an important role in providing financial and product support to make this project possible.

**What:** **The Great Wild Salmon Run** will be the most visible community-wide public art event ever held in the Seattle Metropolitan area. It is a volunteer and staff-run community public art exhibition and events project designed to engage the community in building awareness of the importance of the iconic Wild Salmon as an economic and cultural resource.

**Desired Outcome:** 100 sponsored and designed Wild Salmon sculptures will be publicly displayed in the Seattle Metropolitan area and then sold by auction in October 2011 to raise money for local nonprofits working to protect Wild Salmon.

**How:** Organizations and individuals will sponsor large scale (7 feet long) fiberglass Wild Salmon designed by juried artists and placed in strategic locations in Seattle, Mercer Island, Bellevue and Kirkland from Memorial Day 2011 through Labor Day 2011. During this period, several public events will occur. Half the completed Wild Salmon sculptures will be auctioned online. The rest will be sold during the Great Wild Salmon Run Gala and Auction in October 2011.

**Sponsorship Benefits:** Sponsorship benefits are determined by level of financial support.

#### **Sponsorship levels:**

**KING SALMON:** \$ 50,000 (one per category)  
Silver Salmon: \$ 25,000  
Keta Salmon: \$ 10,000  
Kokanee Salmon: \$ 5,000  
Pink Salmon: \$ 3,500

For more information, visit our website [www.greatwildsalmonrun.org](http://www.greatwildsalmonrun.org)

**All donations to The Great Wild Salmon Run are fully tax-deductible.**



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### **SPONSORSHIP BENEFITS ~ "KING SALMON"** **\$50,000 Contribution**

To qualify as "**KING SALMON**" you or your organization will provide:

- A contribution of \$50,000 ~ only one per category

Major Sponsor "**KING SALMON**" Guarantee:

• You or your organization representative will be recognized as a Major Sponsor and can participate as a presenter at all **The Great Wild Salmon Run** events.

As the Major Sponsor, you or your organization can count on at least the following:

- Your logo will lead the Front Page Ten on the Home Page of the website.
- You will be listed as the Major Sponsor on all media for the event;
- Your logo appear will on all paid advertising for the event;
- You will receive recognition in all **The Great Wild Salmon Run** press releases and fact sheets printed for the event;
- Your logo will be included on other **The Great Wild Salmon Run** collateral and event marketing materials;
- You will receive recognition on in-kind advertising, as negotiated.
- You will be recognized at **The Great Wild Salmon Run** kick-off party/artists reception.
- You will be recognized at **The Great Wild Salmon Run Gala and Auction**
- You can participate as a presenter at all **The Great Wild Salmon Run** events.
- You can have the first-round choice of one of the following:
  - First-round choice of an artist recognized as "Invited Artist" or;
  - First-round choice of an artist design from the exclusive juried Approved Artist Roster or
  - First-round choice of Great Wild Salmon placement at approved location or;
  - One fiberglass blank Wild Salmon will be provided to artist of your choice or;
  - Possession of a Wild Salmon after decoration and public display.
- Complimentary tickets to all the featured **The Great Wild Salmon Run** events;
- 10 premium tickets (one-premier table with preferred table placement) at **The Great Wild Salmon Run Gala and Auction;**
- \$5,000 auction credit toward any purchase at **Great Wild Salmon Run Gala and Auction;**
- Named as the Major Sponsor of **The Great Wild Salmon Run Gala and Auction;**
- Link to your homepage on all pages of **The Great Wild Salmon Run** website;
- Your logo will lead the Front Page Ten as well as be listed on the sponsor page of **The Great Wild Salmon Run.**
- Your logo will appear on all maps of **The Great Wild Salmon** locations (estimated 50,000 will be printed);
- You will be recognized on a plaque mounted on the base of the Great Wild Salmon sculpture of your choice.

Thank you for supporting The Great Wild Salmon Run.

For additional information regarding our activities or financial information, The Great Wild Salmon Run is registered with the Washington State Charities Program as required by law and information may be obtained by calling 800-332-4483 or 360-725-0378.



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### **SPONSORSHIP BENEFITS ~ "SILVER SALMON"**

#### **\$25,000 Contribution**

To qualify as "SILVER SALMON" you or your organization will provide:

- A contribution of \$25,000

"SILVER SALMON" Guarantee:

· As a member of the Front Page Ten, you or your organization, you or your organization will be recognized and can participate in **The Great Wild Salmon Run** event of your choice.

As a member of the Front Page Ten, you or your organization can count on at least the following:

- Your logo on the Front Page Ten area of the Home Page of the website.
- You will be listed as the member of the Front Page Ten on all media for the event;
- Your logo appear will on all paid advertising for the event;
- You will receive recognition in all **The Great Wild Salmon Run** press releases and fact sheets printed for the event;
- Your logo will be included on other **The Great Wild Salmon Run** collateral and event marketing materials;
- You will receive recognition on in-kind advertising, as negotiated.
- You will be recognized at **The Great Wild Salmon Run** kick-off party/artists reception.
- You will be recognized at **The Great Wild Salmon Run Gala and Auction**
- You can participate as a presenter at all **The Great Wild Salmon Run** events.
- You can have the second-round choice of one of the following:
  - Second-round choice of an artist recognized as "Invited Artist" or;
  - Second-round choice of an artist design from the exclusive juried Approved Artist Roster or
  - Second-round choice of Great Wild Salmon placement at approved location or;
  - One fiberglass blank Wild Salmon will be provided to artist of your choice.
- 10 tickets (one table) at **The Great Wild Salmon Run Gala and Auction**;
- \$1,000 auction credit toward any purchase at **Great Wild Salmon Run Gala and Auction**;
- Named as the Front Page Ten Sponsor of **The Great Wild Salmon Run Gala and Auction**;
- Link to your homepage from the sponsor page of **The Great Wild Salmon Run** website;
- Your logo listed on the Front Page Ten area as well as be listed on the sponsor page of **The Great Wild Salmon Run**.
- Your logo will appear on all maps of **The Great Wild Salmon** locations (estimated 50,000 will be printed);
- You will be recognized on a plaque mounted on the base of the Great Wild Salmon sculpture of your choice.

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### **SPONSORSHIP BENEFITS ~ "KETA SALMON" \$10,000 Contribution**

To qualify as "KETA SALMON" You or your organization will provide:

- A contribution of \$10,000

"KETA SALMON" Guarantee:

- You or your organization will be recognized as a contributing sponsor of **The Great Wild Salmon Run** at all events planned.

As a sponsor, you or your organization can count on at least the following:

- Your logo will appear on the sponsor page of the website.
- You will be listed on some secured media for the event;
- You will receive recognition in all **The Great Wild Salmon Run** press releases and fact sheets printed for the event;
- Your logo may be included on other **The Great Wild Salmon Run** collateral and event marketing materials;
- You will receive recognition on in-kind advertising, as negotiated.
- You will be recognized at **The Great Wild Salmon Run** kick-off party/artists reception.
- You will be recognized at **The Great Wild Salmon Run Gala and Auction**
- You can participate as a presenter at some **The Great Wild Salmon Run** events.
- You can have the second-round choice of one of the following:
  - Third-round choice of an artist recognized as "Invited Artist" or;
  - Third-round choice of an artist design from the exclusive juried Approved Artist Roster or
  - Third-round choice of Great Wild Salmon placement at approved location or;
  - One fiberglass blank Wild Salmon will be provided to artist of your choice.
- Complimentary tickets to featured **The Great Wild Salmon Run** events;
- \$500 auction credit toward any purchase at **Great Wild Salmon Run Gala and Auction**;
- Named as the sponsor of **The Great Wild Salmon Run Gala and Auction**;
- Link to your homepage from the sponsor page of **The Great Wild Salmon Run** website;
- Your logo listed on the sponsor page of **The Great Wild Salmon Run**.
- Your logo will appear on all maps of **The Great Wild Salmon** locations (estimated 50,000 will be printed);
- You will be recognized on a plaque mounted on the base of the Great Wild Salmon sculpture of your choice.

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### **SPONSORSHIP BENEFITS ~ "KOKANEE SALMON"**

#### **\$5,000 Contribution**

To qualify as "KOKANEE SALMON" you or your organization will provide:

- A contribution of \$5,000

#### **KOKANEE SALMON Guarantee:**

As a sponsor, you or your organization can count on at least the following:

- Selection of artist design from Approved Artist Roster;
- One fiberglass blank salmon will be provided to artist of choice;
- Complimentary tickets to one of **The Great Wild Salmon Run** events;
- Your logo will appear on sponsor page of **The Great Wild Salmon Run** website;
- Individual or organization recognition on a plaque mounted to the base of the salmon;
- Placement at one of the three available locations of your choice.

Your Organization may also:

- Be recognized as a sponsor in some media for the event;
- Receive recognition in some **The Great Wild Salmon Run** press releases and fact sheets printed for the event;
- Have your logo included on some **The Great Wild Salmon Run** collateral and event marketing materials.

### **SPONSORSHIP BENEFITS ~ "PINK SALMON"**

#### **\$3,500 Contribution**

To qualify as "PINK SALMON" you or your organization will provide:

- A contribution of \$3,500

#### **PINK SALMON Guarantee:**

As a sponsor, you or your organization can count on at least the following:

- Complimentary tickets to one of **The Great Wild Salmon Run** events;
- Your logo will appear on sponsor page of **The Great Wild Salmon Run** website;
- Individual or organization recognition on a plaque mounted to the base of the salmon;

Your Organization may also:

- Be recognized as a sponsor in some media for the event;
- Receive recognition in some **The Great Wild Salmon Run** press releases and fact sheets printed for the event;
- Have your logo included on some **The Great Wild Salmon Run** collateral and event marketing materials.

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### SPONSORSHIP PLEDGE FORM

Thank you for participating in this fantastic art exhibition.  
Your support will make this event a tremendous success.

Organization or

Individual Name: \_\_\_\_\_

Name and Website: \_\_\_\_\_

(As you want it to appear on all marketing material; website, media release, recognition plaque)

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Fax: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Preferred salmon Artist/Location: \_\_\_\_\_

King Salmon: \$ 50,000 (one per category)  
Silver Salmon: \$ 25,000  
Keta Salmon: \$ 10,000  
Kokanee Salmon: \$ 5,000  
Pink Salmon: \$ 3,500

Upon receipt of Sponsorship Pledge Form, The Great Wild Salmon Run will contact sponsor to secure pledge. Once completed, The Great Wild Salmon Run will make available the Approved Artist and Location Roster. The Great Wild Salmon Run will contact the artist and coordinate delivery of the blank salmon for decoration.

*All donations to **The Great Wild Salmon Run** are fully tax-deductible.  
No goods or services were provided for your contribution.*

Date Rec'd:

Design #                      Sponsor #                      Round #                      Location #

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## **SPONSORSHIP FAQ**

**Project Overview: The Great Wild Salmon Run**, a Seattle Metropolitan area community-wide outdoor public art exhibition and events to raise funds for nonprofits working to save the Great Wild Salmon. Businesses, individuals, and organizations will "sponsor" a salmon. The Great Wild Salmon sculptures will be on public display from Memorial Day 2011 through Labor Day 2011. They will be auctioned off at the Great Wild Salmon Run Gala and Auction in October 2011.

### **What levels of Wild Salmon sponsorships are available?**

Great Wild Salmon Run sponsorships range from \$3,500 to \$50,000. See Sponsorship Package for more information.

### **Does the sponsor/artist get to keep the Wild Salmon once designed?**

No. All Wild Salmon sculptures and their designs are the property of the Great Wild Salmon Run. The Wild Salmon sculptures will be offered for sale via online bidding and final live auction in October 2011 at the Great Wild Salmon Run Gala and Auction. Only the King Salmon sponsors may acquire ownership of their designed Wild Salmon sculpture as outlined in the Sponsorship Package. All King Salmon sponsors are encouraged to offer their completed Wild Salmon sculptures for auction to encourage fundraising for the project.

### **Does the sponsor get to pick the design and location?**

Yes. Sponsors will choose designs and locations from an approved list in the "Order of Selection" defined in the Sponsorship Package and level of financial support. Preference is given to sponsors who are the first to commit and secure a higher value sponsorship.

### **Could an individual or company's creative department submit a Wild Salmon design?**

Yes. Anyone can submit a Wild Salmon design as outlined in the Artist Application available at [www.greatwildsalmonrun.org](http://www.greatwildsalmonrun.org).

### **Can an individual/company select a specific artist to decorate?**

Yes. Selection follows the guideline outlined in Sponsorship Package. Artist must submit their design for approval of the Artist Selection Committee and meet minimum criteria outlined in the Artist Application.

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**Can an individual/company put their logo on the Wild Salmon sculpture?**

Yes. The design must meet the criteria outlined in the Artist Application and be approved by the Great Wild Salmon Run Artist Selection Committee. The jury reserves the right to disqualify any designs that are inconsistent with the purpose of the event.

**Can an artist live outside of the Seattle Metropolitan area?**

Yes. If an artist submittal meets criteria for the Approved Roster, they will be available for selection by a sponsor. If a wild salmon sculpture is to be designed out of the Seattle Metro area, arrangements must be made between the artist and sponsor. The Great Wild Salmon Run provides no guarantee of work and assumes no responsibility for damage if a Wild Salmon sculpture is transported from out of the area.

**Can a sponsor work collaboratively with an artist/fabricator?**

Yes, with artist approval. We encourage collaborative designs and allow artist to work with the sponsor and fabricator directly if the artist approves. Any additional expenses and reimbursements outside of the Artist Agreement are to be negotiated directly between the artist, sponsor and/or fabricator.

**Artist/Location Selection:**

**Order of Selection (Rounds):**

**Artist/Design Selection Process:**

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**The Great Wild Salmon Run** Artist Selection Committee, comprised of professionals representing the local art community, will be selected by the Great Wild Salmon Run board. The Committee will act as a jury and will evaluate all applications that meet the eligibility requirements outlined in **The Great Wild Salmon Run** Artist Application. A minimum of 125 finalists will be selected and placed on the Approved **Great Wild Salmon Run** Artist Roster. Once sponsorship is secured, the sponsor will be given the opportunity to select an artist's design from the Approved Artist Roster according to their sponsorship level. Preference is given to sponsors who are first to commit and secure a higher value sponsorship.

**The Great Wild Salmon Run** Site Selection Committee will follow a similar process to compile a list of approved locations based on municipal permitting and ordinances requirements. Sponsor can place a Wild Salmon sculpture at their business if adequate permitting and insurance can be secured. **The Great Wild Salmon Run** committee members will secure required permits for all sites. Only sites that meet public safety and City requirements will be placed on the Approved Location Roster.

Selection of designer artist and display location will occur after a sponsor has secured his or her pledge. **The Great Wild Salmon Run** Committees will oversee and approve all selections.

Based on sponsorship level, selections will be made from the following lists:

- "Invited Artist"
  - reserved for KING SALMON sponsors
- Approved Artist Roster
- Approved Location Roster

Within each round, the order a sponsor can make a selection is based on the date the pledge is secured and sponsorship level. No duplicate designs will be allowed.

Round cutoffs will occur:

**Round 1 Pledge secured before September 1, 2010**

**Round 2 Pledge secured before October 15, 2010**

**Round 3 Pledge secured before December 1, 2010**

**The Great Wild Salmon Run** Committees reserve the right to modify any dates or guidelines described herein.

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