



SPONSORSHIP FACT SHEET

Horse Selection

Horses will be available in three poses: standing, grazing and walking. Horse designs selected by a jury of arts professionals, will be placed in the Horse Mania Portfolio from which sponsoring business 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, Horse Mania 2010 reserves the right to approve all horse designs and the artist must submit a design proposal. No horse will be released without prior design approval.

Sponsorship Fees

Sponsorship for one of seventy-nine 6' X 8' fiberglass horses: \$ 5,000

Acknowledgement of Sponsors

Sponsors will be acknowledged in the following ways:

- Individual plaque affixed to the base on which your horse is mounted;
- Horse Mania 2010 website; and,
- All printed materials including souvenir journal and exhibition map

Ownership

Horse Mania 2010 is a public art project of LexArts Inc. LexArts will retain ownership of horses until they are sold either at auction or through other mechanisms. No use of the Horse Mania 2010 name or brand may be used without the express written permission of LexArts Inc.

Auction Proceeds

Horses will be auctioned at Keeneland. The proceeds from each horse will be allocated in the following way: 5% to LexArts to cover project costs; 10% to the artist as a bonus fee. The net balance will be divided as follows -- 50% to LexArts' Public Art Fund, and, at the Sponsor's discretion, 50% to one or two nonprofit charities or invested in the Public Art Fund. Proceeds from Sister Cities' horses will be allocated in a similar fashion except the net balance will be divided equally between LexArts and Lexington's Sister Cities program.

Time Line

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|------------------------------|-------------------|
| Solicitation of Sponsorships | Now and ongoing |
| Call for Artists | 10 December 2010 |
| Artist Selection | Early spring 2010 |
| Horses on the streets | July 2010 |
| Horse Mania 2010 Auction | December 2010 |

Please note this preliminary schedule is subject to change