



SPONSOR DETAILS

This is Round 3 - the Final Round of the Morehead Turtle Walk.

The Turtle Art Project

Inspired by the spirit of the turtle, a community-driven initiative was created to celebrate Morehead's connection to the trail (see sidebar). Local and regional artists are invited to paint and embellish turtle statues, with sponsors supporting artists to bring these unique pieces to life.

This project is partially funded by the Morehead-Rowan County Tourism Commission, with special thanks to LexArts and Lexington's Horse Mania program for sharing insights and inspiration. As Horse Mania set out to instill "an understanding and enjoyment of public art" in Lexington, Morehead embraces a similar vision—uniting art, history, and nature together through the enduring symbol of the turtle.

Sponsorship Opportunities: Become a Part of the Morehead KY Turtle Walk

Businesses, non-profits, government entities, community groups, and individuals have the unique opportunity to sponsor a turtle statue, becoming an official stop on the Morehead KY Turtle Walk.

Sponsorship Benefits

Sponsors will have the ability to place their turtle in an approved location of their choosing, ensuring it becomes a recognized landmark within the community. Each statue will feature an identifying plaque that includes:

- The turtle's name
- The artist's name
- The sponsor's name

In addition to the statue placement, sponsors will receive promotional benefits, including:

- An individual plaque affixed near the statue
- Inclusion in all printed materials related to the Turtle Walk
- Featured placement on the Turtle Walk webpage on VisitMorehead.com
- Any additional promotions specific to the Turtle Walk initiative

Sponsors will also receive a marketing kit for exclusive use as part of their sponsorship package. Additionally, they will be provided with a "Trail User Friendly Business" window/door decal, signifying their support of Morehead's outdoor recreation and tourism efforts.

Trademark and Usage Guidelines

The Morehead-Rowan County Tourism Commission (MRCTC) has initiated the process of trademarking the Morehead KY Turtle Walk with the Kentucky Secretary of State. Once finalized, any use of the Morehead Turtle Walk name, logo, or branding will require the express written permission of MRCTC.

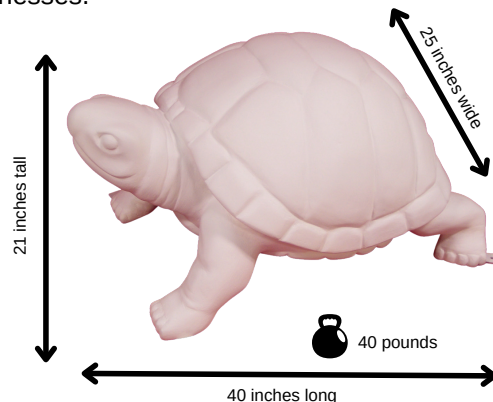
Important Sponsorship Considerations

- The Turtle Walk is designed as a tourist attraction. Each sponsored turtle will be a featured destination, and visitors will be encouraged to explore every location along the walk. Sponsors are encouraged to consider this when selecting a location.
- Each sponsorship funds a local, regional or national artist to design and paint a turtle, contributing to this vibrant public art initiative.
- While sponsors may arrange directly with an artist for design customization, this will not affect the sponsorship fee or increase the allocated artist supply budget. However, it cannot delay the timeline set forth for the project.
- Sponsors are responsible for installation; brackets are provided with each turtle

By sponsoring a turtle, you are investing in Morehead's cultural and tourism landscape, creating a lasting impact while supporting local artists and businesses.

Ownership and Maintenance

- Morehead-Rowan County Tourism retains ownership of each turtle until it is picked up by the artist.
- Upon completion, ownership transfers to the sponsor. (Note: Installation locations must be pre-approved to comply with local and state regulations.)
- The statue becomes the property of the sponsor, therefore, any damages or weathering during or after installation, will be the sponsor's responsibility.



Morehead: A Kentucky Trail Town Honoring the Turtle

In July 2014, Morehead became the third certified Kentucky Trail Town, earning this designation just two weeks before the Sheltoewe Trace National Recreation Trail was rerouted down Main Street. Today, Morehead remains the only city in Kentucky with a national recreation trail running through its downtown.

The Story of Sheltoewe and the Turtle

The name Sheltoewe traces back to early explorer Daniel Boone, who was given this name by Chief Blackfish of the Shawnee in 1778 upon being adopted into the tribe. Sheltoewe, meaning "big turtle," was inspired by Boone's broad shoulders and strong presence. The Sheltoewe Trace National Recreation Trail carries on this legacy, marked by its distinctive turtle logo—a nod to the land turtles that symbolize resilience and endurance.



PROJECT TIMELINE

February 24 – Call for Sponsors

March 21 – Sponsorships Close

March 24 – Tourism Ordering Turtles

April 1 – Call for Artists

May 16 – Artists Submittal Deadline

June 2-6 – Jury Review

July 1 (tentative) – Tourism Receiving Turtles