



SPONSOR PACKET



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OWNERSHIP & SELECTION PROCESS

Ownership

Morehead-Rowan County Tourism will retain ownership and insurance of the turtles until they are delivered and installed at the sponsor's chosen location. At that point, the sponsor will retain ownership of the turtle by signing a contract relinquishing Morehead-Rowan County Tourism as owner(s). The contract will serve as an agreement for 99 years. (Please note, the install location must be pre-approved based on local and state guidelines including ordinances and coding.)

Design

If the design changes from the original proposal, a new design must be submitted. If design changes and the new proposal is not submitted, the artists will not receive the final artist fee payment.

Selection

An anonymous jury will thoroughly review all design submissions and if needed, schedule meetings with artists to discuss.

Damage or Weathering

The statue becomes the property of the sponsor and therefore damages and weathering will be handled by the sponsor after the initial statue is placed.

PROJECT BRIEF

In July 2014, Morehead was certified as the third Kentucky Trail Town. The certification came two weeks before the Sheltoewe Trace National Recreation Trail was re-routed down Main Street. Today, Morehead continues to be the only city in Kentucky with a national recreation trail on Main Street.

A little history about the turtle:

Sheltoewe was the name given to early explorer, Daniel Boone, by Chief Blackfish of the Shawnee Indians. His name was made official in 1778 upon adoption into the tribe. Chief Blackfish thought Boone had broad shoulders and looked like a turtle, hence the meaning of the name Sheltoewe, big turtle.

If you follow the Sheltoewe Trace NRT, you see a striking logo, turtles and more specifically land turtles.

In the spirit of the turtle, an idea was formed to create statues throughout the community honoring the turtle. The most unique part of the program, local and regional artists are invited to paint and embellish turtles.

The program is partially funded by the Morehead-Rowan County Tourism Commission.

A special thanks to LexArts and the Horse Mania program in Lexington, Kentucky for sharing the various aspects of their program. We wholeheartedly agree with their creation of Horse Mania, "instill in the Lexington community an understanding and enjoyment of public art."

SPONSORSHIP DETAILS

A business, non-profit, government, community group or individual can sponsor a turtle. This unique opportunity will allow a statue to be placed throughout the community business as an official "Morehead KY Turtle Walk" destination. Each destination will be added to all marketing representing a stop on the turtle walk *. Each sponsorship funds an artists to paint a turtle.

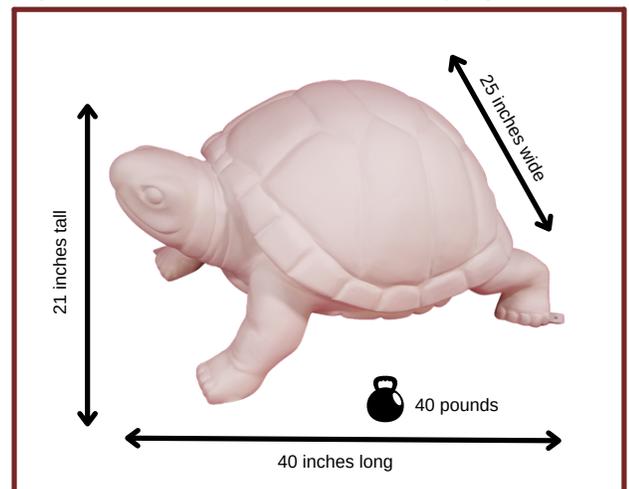
Sponsors will be able to sponsor a turtle for approved placement of their choosing. An identifying plaque with the name of the turtle, the artist and the sponsor will be affixed near the statue.

Sponsors will be acknowledged during the official unveiling ceremony, with an individual plaque affixed near the statue, publicity on social media, listing on all printed materials, inclusion in digital promotions, feature on Turtle Walk web page on the Visit Morehead website and any additional promotion specific to the Turtle Walk.

Sponsors will receive a marketing kit for exclusive use as part of the sponsorship package. Others interested in using the logo and/or marketing materials must keep in mind, Morehead-Rowan County Tourism Commission (MRCTC) has started the process of trademarking the Turtle Walk with the Kentucky Secretary of State. If approved, no use of the Turtle Walk name or brand may be used without the express written permission of MRCTC. Additionally, sponsors will receive a window/door decal detailing "Trail User Friendly Business."

(* The most crucial piece of being a sponsor is understanding this is a tourist attraction so by advertising each turtle destination, visitors will be encouraged to visit each location.

*Please note: a sponsor may contract directly with an artist but **such private arrangements will not reduce the sponsorship fee or increase the artist supply expense.***





SPONSORSHIP APPLICATION

SPONSOR NAME: _____

SPONSOR ADDRESS: _____

SPONSOR WEBSITE: _____

SPONSOR CONTACT NAME: _____

SPONSOR CONTACT EMAIL ADDRESS: _____

SPONSOR CONTACT PHONE NUMBER: _____

SPONSORSHIP OPTIONS | Please select level of sponsorship below

_____ Turtle placed inside your business

_____ Turtle placed outside your business

_____ Turtle placed on your personal property. Personal property cannot be added to the "Walk" marketing material as those properties are often not susceptible to increased foot and road traffic from visitors.

_____ Turtle placed on a local government property

_____ Turtle placed in another location not listed above, please describe using space below.

Other: _____

SPONSORSHIP PRICES

Local Government Sponsor \$250	Non-Profit Sponsor \$500
Community Group \$500	Business Sponsor \$750
Personal Property Sponsor \$1,000	

- 50% of payment is due 10 days after signing official contract.
- Checks should be made payable to Morehead-Rowan County Tourism. Credit Card invoices are available by emailing a formal request to tourism@moreheadtourism.com