



BIG PIG GIG

DO-RE-WEE

an ArtWorks production
in partnership with C-Change Class Six

SPONSORSHIP PACKET

THE BIG PIG GIG WILL SQUEAL AGAIN...

In 2000, over 400 creative and colorful giant fiberglass pigs hogged the streets of downtown Cincinnati and Northern Kentucky, helping to raise more than \$1 million dollars for local non-profits. The Big Pig Gig was all about having fun and honoring our Porkopolis history, but it also brought an estimated \$170 million to our local economy, making Cincinnati's Big Pig Gig one of the most successful public art projects in the nation.

ArtWorks and C-Change will team up in 2012 and the Pigs will squeal again, just in time to welcome the world to Cincinnati as we host the World Choir Games!

THE SUMMER OF SINGING SWINE

If you were part of the original Big Pig Gig, we welcome you back for the encore to 'hog the limelight' and reach this international audience. If you missed the pig party, here's your chance to get involved. It's only through sponsors like you that Cincinnati can show the world our "Pig Pride."

IT'S TIME TO HAM IT UP

This is the time for you to “buy” a larger-than-life-size Pig – expertly crafted by Atomic Specialties, Inc. Choose from our artists pork-folio* to decorate your Pig for public display.

Your Pig will be securely mounted and displayed during the World Choir Games (and beyond) within the footprint of the World Choir Games – from Music Hall to Fountain Square and with specific locations in between.

A sponsorship plaque will accompany your Pig that features your name, the artist’s identity, and the title of your decorated Pig. All Pigs will be marketed through collateral materials, maps, news articles, and a series of summertime events scheduled to promote the “Really Pig Show.”

In addition, you will benefit from solid local and regional marketing efforts in the form of press releases, The Big Pig Gig website, and much more!

*If you want to commission your own artist, designs must still be approved by ArtWorks. Some designs may require additional fees paid by sponsors. Contact ArtWorks for more details.

WHEN PIGS FLY

Your Pig may, appropriately enough, make its debut during Flying Pig Marathon, May 6, 2012. More than 30,000 runners and walkers, along with their families, come downtown to take part in the Flying Pig’s weekend events. Your Pig could be right there along the marathon route with the rest of the Street Squealers, cheering on the participants! Otherwise look for your Pig on the streets of Porkopolis from June - October 2012.

PIGS IN A BLANK-NET (coming soon)

Our website, ArtWorksCincinnati.org/BigPigGig/, complete with informative links (sorry, no patties) will be part of the Pig Party. The website will feature your organization’s name, the artist’s name, and the title of your Pig. Plus, we can add a link to your company’s website directly from The Big Pig Gig website. This allows you to create your own pig gig marketing and promote it through the main site.

PICK YOUR PIG AND BRING HOME THE BACON

Any sponsorship level entitles you to your choice of a designed pig by an artist you choose from our pork-folio; we’ll pay the artist’s \$1,500 honorarium. All artists will submit a design proposal to be approved by the Artist Selection Committee. Want to keep your Pig? That’s great. Don’t have room? Don’t worry. We have a sponsorship plan that will fit:

HOLY SOW! - \$25,000

(2 Presenting Sponsorships Available)

- HOG the limelight!
- 3 painted pigs created by a team of ArtWorks Apprentice Artists
- Premium Pig Placement for your pigs
- Your name will be embossed on each concrete base
 - Your name will be included on all media, press, letterhead, etc.
- Employee Pig-nic hosted by ArtWorks
- Employee Pig-ture with your sponsored pig

WHOLE HOG - \$8,000

- One Pig sponsorship
- You keep the whole hog!
- Pick a design from the Singing Pig Pork-folio
- Employee pig-ture with your sponsored pig
 - Pick your location within the World Choir Games global footprint

SOW-LO-IST - \$5,000

- One Pig Sponsorship
- Your Pig will go to auction at end of summer
- Pick a design from the Singing Pig Pork-folio
- Employee Pig-ture with your sponsored Pig

COMMUNITY SOW-PORT

Sponsor a school or nonprofit in Greater Cincinnati or Northern Kentucky. The creation of the school Pigs will help foster youth development with hands-on learning and mentorship, while also sow-portioning understanding of various cultures from around the world. Nonprofits can also use this great event to promote their missions. Who knew what a Pig could do?

WITH ARTIST - \$4,500

- One Pig Sponsorship
- School / nonprofit gets to keep the Pig
- Support a nonprofit / school-designed Singing Pig by bringing in an outside artist for schools that do not have access to an art teacher

WITHOUT ARTIST - \$3,500

- One Pig Sponsorship
- School / nonprofit gets to keep the Pig
- Support a nonprofit / school-designed Singing Pig created by art teachers in a local school

HERE ARE THE DE-TAILS

HOGISTICS

Our 'Hogistics' committee is scouting the best locations within the footprint of the global villages of the World Choir Games to ensure the highest visibility and interaction. We will place your Pigs based upon your sponsorship level.

HOG CALLING (Pig Design)

ArtWorks is sending a 'hog call' to artists and building a pork-folio of pig designs for your selection. ArtWorks and C-Change will host a Pig Match event in February 2012. Pig poses will be proposed by artists in their designs. Please indicate your pose preference on the order form in the back.

SILLY SWINE

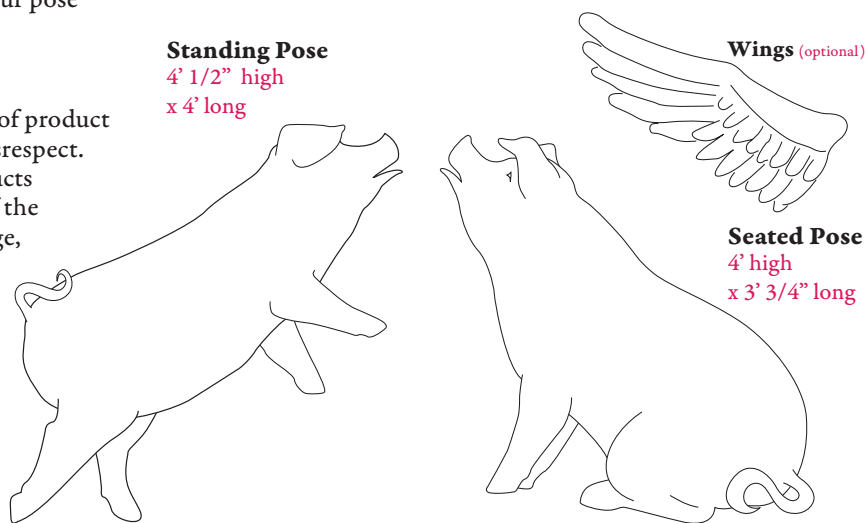
This project does not allow for any direct advertising of product or company name, libel, slander, or social/cultural disrespect. However, subtle messages associating pigs with products or missions will be allowed, subject to the approval of the committee. The committee reserves the right to change, censor, or delete artists' submissions, and all designs are subject to the committee's discretion.

For questions, please contact:
BigPigGig@ArtWorksCincinnati.org

ABOUT THE AUCTION

Su-wee- Let's have some fun! Pigs donated to auction will support ongoing public art project initiatives of ArtWorks. Auction date and details to be announced.

STANDING OR SITTING, THEY'RE ALL SINGING! HERE'S A LOOK AT THE DESIGNS:



ABOUT THE PIG FARMERS

ArtWorks is an award-winning nonprofit dedicated to employing teens and artists to create art that has a lasting impact on Greater Cincinnati. Since 1996, ArtWorks has employed more than 2,500 youth and 500 professional artists. ArtWorks connects artists of all ages with opportunities in the arts through inspiring apprenticeships, community partnerships, and public art. Besides the Big Pig Gig in 2000, ArtWorks has presented numerous other great public art projects – from Murals to Bombshells!

for more visit:
ArtWorksCincinnati.org

C-Change Class Six approached ArtWorks to partner on a public art project to help raise awareness of the World Choir Games coming to Cincinnati in July 2012. C-Change is a year-long leadership development program for emerging leaders in the Cincinnati region, mentored by the Cincinnati USA Regional Chamber. It offers both professional development and community connection through engagement in meaningful projects that impact the Cincinnati Region.

for more visit:
cincinnati-chamber.com/cchange

World Choir Games is making its first appearance in North America right here in Cincinnati and ArtWorks is proud to present this public art project in celebration. The event is expected to attract competitors from 70 countries with more than 200,000 attendees having a local economic impact of \$73.5 million. In turn, the Big Pig Gig: Do-Re-Wee will share with participants, visitors, and residents alike our love of humor and education and our affinity for using public art as a means of connecting communities in sharing our special story with the world.

for more visit:
2012worldchoirgames.com

BIG  **GIG**

ArtWorks
EMPLOY. ENGAGE. CREATE. TRANSFORM.
ArtWorksCincinnati.org

C-CHANGE
CONNECT. DEVELOP. LEAD.
CINCINNATI USA REGIONAL CHAMBER
HYPE INITIATIVE

artworkscincinnati.org/bigpigig