

# STUNNING SEATTLE

## 2014 Request for Donation



*"Stunning Seattle has developed an excellent mural program for the city. This application should serve as a model for all mural programs!"*

-City of Seattle,  
Dept. of Neighborhoods

# Stunning Seattle Overview:

Stunning Seattle is a large scale mural event made possible by Seattle's Dept. of Neighborhoods, and produced by Urban Artworks and Graffiti Defense Coalition. Our goal is to bring internationally acclaimed street artists from around the world to Seattle in the summer of 2014 to create large scale murals. With international artists working alongside local artists and neighborhood communities we will produce murals the scale of which Seattle has yet to see.

The primary production expenses of our 4 principle murals are supported by a grant from Seattle's Dept. of Neighborhoods. The mural locations are incredibly visible and well situated in the urban center of in Seattle's Capitol Hill neighborhood. Capitol Hill is Seattle's most densely populated neighborhood which provides the perfect stage for us to serve a large artistically inclined demographic. In creating these murals we will be leaving a lasting impression on a wide range of well deserving modern city dwellers.

We have received an outpouring of interest by property owners from all over Seattle. In addition to the four large murals, our 2014 program will include a number of additional mural installations and opportunities around the greater Seattle area made possible by generous contributions by Miller Paint Co., ARTPRIMO, and you! We have plenty of visibility opportunities for your brand. In addition to the murals themselves we will offer a map guided tour and an opening gala with exciting activities at all mural sites.

## Dates:

June 23rd-August 30th, **2014**

## Mural Locations:

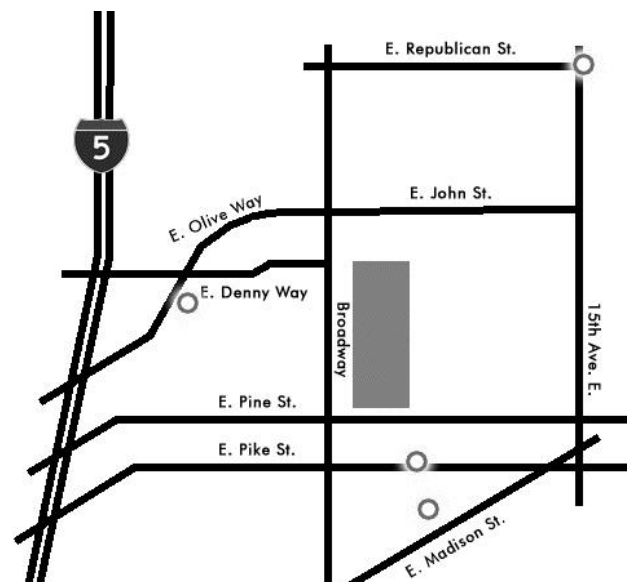
**Shop Rite Drugs @ 426, 15th Ave E** on the north facing wall - Owned by: Roberta LLC

**Olive Terrace Apts. @ 430 E. Howell St.** on the west facing wall - Owned by: DARCO Inc.

**The Pike Building @ 1000 E Pike St** on the east facing wall - Owned by: Pike Building LLC

**Union Art Cooperative @ 1100 E Union St.** on the north facing wall – Collectively Owned

**More locations to be announced.**



## Standing sponsors:



## Audience:

The Greater Seattle Area has a population of 3,500,000 making it the 15th largest Metropolitan Area in the United States. Seattle is also home to some of the largest international companies the world over, Starbucks, Boeing, Amazon, Microsoft, just to name a few. Capitol Hill is the epicenter of culture for Seattle's booming populous. All mural sites are advantageously positioned in the Capitol Hill neighborhood. Capitol Hill is the most densely populated residential district in Seattle. Capitol Hill offers several college campuses, hospitals, shopping and dining. Capitol Hill is also one of the city's most prominent nightlife and entertainment districts. With the diversity and concentration of thriving community in Capitol Hill and the greater Seattle metropolitan area, we believe that your company can reach any demographic with Stunning Seattle as your vehicle.

*"Arts mean business. The nonprofit arts and culture industry in Seattle generates \$447.6 million in annual economic activity, supporting 10,807 full-time equivalent jobs and delivering \$38.2 million in local and state government revenues."*

-Seattle Mayor Mike McGinn

## Target Market:

Stunning Seattle's target market is diverse in nature, being that it is a city sponsored art event. We will be pursuing arts and culture driven people with interest in creative community building, having professional skills and expertise as well as a strong networks and influence among their peers and colleagues. Seattle's demographic is free thinking, tech savvy, eco-friendly, and loyal, with strong ties to counterculture. Seattle is pretty much progressive in every way.

## Marketing Plan:

Stunning Seattle's marketing plan includes a dynamic range of social media outreach and grassroots advertising. We have a strong web presence and an extensive email list. We have enabled volunteers and artists to interact with us via our website. We have a fully developed social media outreach strategy. We connect with our audience by sharing a wide range of street arts related news as well as sponsor info, upcoming events, artist bios and pictures. Through integration with Yelp and Foursquare we have developed a great plan to showcase the murals online through interactive maps. We have also budgeted to produce printed promotional materials in the form of posters, post cards and maps for a guided tour. These printed materials will be distributed at our events, and sent to surrounding schools, businesses and residents. Additionally we are working to collaborate with a local radio stations to promote the event, creating a centralized music source while murals are in production and for the opening gala. We have a strong relationship with the Capitol Hill Chamber of Commerce and many galleries and art walk events around Seattle. We continue to seek new opportunities to improve our event.

## Proposed Sponsorship Packages:

**Platinum Level \$15,000 (positions available 1):** Company name/logo above Stunning Seattle on all promotion materials, best table at opening gala for promotion, 15 VIP tickets to opening gala, speaker privileges at opening gala, social media mentions throughout promotion, swag bags, plus your logo will be displayed at all four murals.

**Gold Level \$5,000 (positions available 5):** Company logo on all promotion materials, table at opening gala for promotion, 5 VIP tickets to opening gala, swag bags and social media mentions throughout promotion.

**Silver Level \$2,000 (positions available 10):** Company logo on all promotion materials, 2 VIP tickets to opening gala and social media mentions throughout promotion.

**In-kind Donation:** All in-kind donations will be assessed, equivalent dollar amount will be determined and custom sponsorship package will reflect before mentioned tiered sponsorship packages.

## Sponsorship Incentives:

- Our project will gain national recognition for Seattle as an arts destination through extended national media coverage of our mural project. As a supporter of our project, your company will be recognized for its contribution.
- Your company will have the strategic advantage of being associated with, supporting and donating to a project which was awarded the exclusive City of Seattle Department of Neighborhoods, large project fund grant. This is an exclusive media opportunity, and a chance to show your brand to the world.
- Partnering with the arts can help build a businesses' competitive advantage and advance bottom line goals.
- Arts play a pivotal role in enhancing business practices, increasing employee engagement, and improving creative thinking skills.
- You will help Stunning Seattle bring free access to art to all populations of the community including those who may be otherwise unable to access art in a museum context. Through public art your company will be serving a large diverse demographic.
- The benefits of sponsoring Stunning Seattle are founded in community building and city wide outreach.
- Your company will be seen as taking a leading role in developing a creative community building event.
- Stunning Seattle is aligned with the Capitol Hill Chamber of Commerce to insure we serve the best interests of the businesses in the area.
- This event will help your company form direct relationships with leading international public artists. Including public art in an advertisement campaign is a great way to form long lasting bonds with your target audience.
- Supporting creative professionals is a long lasting tradition in corporate giving. You can help keep that tradition alive by supporting Stunning Seattle.
- Typical life of a mural is 3-5 years. This is a long lasting investment that will continue giving back to your company far into the future.
- We are a registered 501(c)3. Your contribution is completely tax deductible.
- Your company will receive logo / product / brand placement in event documentation, documentary, photos, collector's edition print materials, etc.

## **Easy to follow step-by-step directions on how to become a sponsor on-line!**

**1. Sign up on-line:**

**<http://www.stunningseattle.org/corporate-giving/>**

**2. Sign and mail contract**

**3. Fulfill agreement**

## **You can contact us by email:**

Email **[justinh@stunningseattle.org](mailto:justinh@stunningseattle.org)**

## **You can also reach us by telephone:**

**Tel: (206) 659-5669**

## **501(c)(3) Nonprofit Status**

**IRS determination letter enclosed on last page.**

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAY 13 2003

URBAN ARTWORKS  
1914 FOURTH AVE  
SEATTLE, WA 98101

Employer Identification Number:  
91-1939910  
DLN:  
17053088793003  
Contact Person:  
L. WAYNE BOTHE ID# 31462  
Contact Telephone Number:  
(877) 829-5500  
Our letter Dated:  
January 1999  
Addendum Applies:  
no

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Letter 1050 (DO/CG)