

What Is The Ewe Revue?

They're baaack!

Throughout the summer of 2001, decorated fiberglass sheep could be found grazing the landscape of downtown Rochester. The Ewe Revue was a community-wide public art event celebrating the history, pride and spirit of downtown Rochester. The sheep will be back for the Ewe Revue 2 throughout the summer of 2012; only this time, the sheep are going Hollywood! The Hollywood-themed sheep will be on display beginning May 4, 2012 and will remain on display through September 2012.



How Can Ewe Be a Part of the Flock?

Sheep Sponsorships are available at \$2,300; downtown Rochester businesses receive a discounted rate of \$1,800. This includes either one life-size fiberglass sheep or four “mini” sheep designed by the artist of your choice. You may submit your own design or select from the Ewe Revue 2 design portfolio (available for review by early 2012.) Each sponsorship includes an artist honorarium; \$800 for the life-size sheep and \$600 (total) for the minis. A sponsorship plaque will accompany each sheep, featuring your name, the artist’s name and, of course, the name of your stylish sheep. At the conclusion of the event, you will have the choice to give your sheep a home or to donate it to the Ewe Revue Closing Party where we will auction members of the flock, with proceeds benefiting local charities. Additional sponsorship opportunities are available for \$5,000 and \$10,000, and each include fiberglass sheep options.

Why Sheep?

Mainstay public art events like the Ewe Revue have seen consistent growth in Michigan. Cities that have found success with this type of event have built the event around an animal that served as a pivotal part in their history. So why sheep? Rochester has a very rich sheep history. The Western Knitting Mill, when in its prime, was one of the largest producers of woolen goods in the world. Farmers came from across the county to have their sheep’s wool processed at the Mill.

But Hollywood Sheep? Ewe must be kidding!

The Ewe Revue 2 is a sequel to the original event. Businesses sponsoring sheep for the 2001 event saw an average sales increase of 25%. The 2012 event will take place during Downtown Rochester’s “Main Street Makeover,” a multi-million dollar redesign and reconstruction of Main Street. So what’s more Hollywood and glamorous than a fabulous new ewe?!

Please take a moment to review the attached Ewe Revue Sponsorship Packages. We are able to create customized sponsorship packages to fit your company’s needs. For more information, please contact Kristi Trevarrow at Kristi@DowntownRochesterMI.com or call 248/656-0060.

Don’t miss the opportunity to be a part of the premier public art event in Southeast Michigan in 2012!

We Can't Do It Without Ewe! Sheep Sponsorship Packages

Farm Sponsorship \$ 10,000

- Prominently placed life-size, fiberglass sheep with design of your choice
- Logo included in all print advertising
- Company name included in all broadcast advertising
- Logo included in official program guide
- Logo included on downtown signage as available
- Spotlight article on your company & sheep distributed to local publications
- Sponsorship recognition in *In Town* magazine, distributed to 43,000 local residences
- Sponsorship recognition in Downtown Rochester E-newsletter
- Sponsorship recognition through downtown Rochester social media outlets
- Listed as sponsor on official Ewe Revue web page
- Link to company's web site
- Company name included in all press releases

Shepherd Sponsorship \$ 5,000

- Life-size, fiberglass sheep with design of your choice
- Logo included in official program guide
- Listed as sponsor on official Ewe Revue web page
- Sponsorship recognition through downtown Rochester social media outlets
- Link to company's web site
- Company name included in all press releases

Sheep (or Flock) Sponsorship \$ 2,300

- Life-size or (4) mini, fiberglass sheep with design of your choice
- Listed as sponsor on official Ewe Revue web site
- Link to company's web site

Mini Sheep Add-on \$ 450

- With purchase of full-size sheep (or flock) only

*Every sheep will have a plaque listing the names of the sponsor, artist and sheep.
Each sheep will be securely mounted and displayed from May 11– September 30, 2012

Are you ready to join the flock?



Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____

Email: _____

My business would like to sponsor the Ewe Revue 2 at the level indicated below:

- | | |
|------------------------------------|--|
| _____ Farm Sponsorship | \$ 10,000 |
| _____ Shepherd Sponsorship | \$ 5,000 |
| _____ Sheep (or Flock) Sponsorship | \$2,300 (\$1,800* downtown business pricing) |
| _____ Mini Sheep Add-on | \$500 (\$450* downtown business pricing) |

*Indicates special discounted pricing for Downtown Rochester businesses only

_____ I am interested in a payment plan (full payment will be due by May 1, 2012)

Total Due: _____ Amount Enclosed: _____ Check #: _____

Signature

Date

Please submit form and make checks payable to:

Rochester Downtown Development Authority, 308 1/2 Main Street, Rochester, MI 48307

Phone: 248/656-0060 * Fax: 248/656-1954 * E-mail: Kristi@DowntownRochesterMI.com

MC/VISA also accepted. Full payment due by May 1, 2012