

Brierley Hill Pony Trail 2010

Sponsorship Agreement

Name of organisation / Individual _____

Address _____

Tel _____ Email _____

Contact person _____

Sponsorship

The 'Pony Trail' organisers welcome applications from anyone – companies, shops, hotels, other businesses, schools, individuals, artists, community groups, council departments ...

The above organisation / individual has kindly agreed to sponsor one of the 'Pony Trail' ponies in the 2010 public art event. The sponsorship takes the form of a grant of £500 per sculpture sponsored (please make cheques payable to DMBC).

All ponies will be sold at auction in October 2010 at which point £300 of this grant will be refunded – if sold (see below).

Decoration

The sponsor is responsible for arranging the decoration of the fibreglass pony which we will provide. We have a list of artists who can help sponsors with this.

The blank pony will be primed in white ready to decorate. First 'blanks' will be available from January 2010. Dates and details will be agreed with sponsors upon receipt of sponsorship and confirmation of an appointed artist. We operate on a first come first served basis, so the sooner you get your sponsorship application in, the sooner you can start to get creative with your chosen artist. Delivery of the pony can be to the sponsor's or artist's address but collaboration between the two parties is required.

Advice will be available on the types of materials to be used and in particular on anti-graffiti paint to minimise damage, should vandalism occur. Attractive, original and even amusing designs are required but strictly **NO ADVERTISING** (company lettering or logos) to be included in the design on the pony. There will be a small plaque on the base of each pony stating the name of the sponsor, the name of the artist and the name of the pony! All designs need to be OK'd by the Brierley Hill Development Group to safeguard against offensive or poor quality designs or ones likely to present a safety hazard. The aim is to have a good collection of attractive, interesting, colourful, amusing sculptures. Accessories are allowed, but please consult us first if planning anything extreme.

Sponsors should let us know when their pony is ready, at which point delivery to our store or directly to the display site can be arranged. It's first come first served - the sooner we have your pony ready to be displayed, the sooner it will happen.

Locations

The decorated pony can be installed on a sponsor's private land or forecourt as long as it's visible to the public. If sponsors feel they would like a location in a public space, whether on a public pavement or square close to their own premises then they should let us know and we will seek planning consent on their behalf. In certain circumstances the sculptures can even be attached to buildings, placed on building ledges or overhangs, or suspended. However, public safety will be paramount and note that special rules apply to listed buildings.

We are also working with the Council's department of the Urban Environment team to establish a number of key interconnected walking routes along which some of the ponies will be displayed. These will be in parks, on green spaces, in townships, streets and towpaths as part of Dudley's Healthy Town initiative. They will form part of coordinated walking trails of differing abilities which uses the ponies to help visitors and residents discover Dudley and its hidden gems and amenities.

We will make the best of the resulting publicity and PR opportunities. Sponsors may wish to be part of this walking trail right from the start or could join in later, should their preferred location not be approved, or there isn't sufficient time to obtain consent.

Finally, ponies on paved areas will normally be displayed on heavy concrete bases. In parks, the ponies feet can be pinned directly into the ground and no base will be necessary. We shall organise this in agreement with the sponsor.

Security and Maintenance

Sponsors will be fully responsible for ponies located on private land. We will arrange for ponies in public spaces to be inspected regularly for damage and we will carry insurance for such damage as well as theft. We will seek to repair any damage in consultation with the sponsor and artist.

Auction

The sculptures will be collected at the end of September and stored securely in readiness for the auction. Plans for the auction are yet to be finalised, but the main event is provisionally scheduled for Saturday 16th October at Netherton Arts Centre, Northfield Road, Dudley, DY2 9ER.

There will be a minimum reserve auction price of £600 per pony. Upon sale at auction, £300 of the initial grant will be returned to the sponsor. The decorating artist will receive at least £125, which may increase once final auction prices are established.

Any sculpture failing to sell at auction will become the property of the sponsor.

Net proceeds from this event (grants less costs and fees) will be channelled into future Arts Regeneration projects through Dudley Community Partnership and Dudley Performing Arts.

Assurance and Terms

I understand the conditions of taking part in the Pony Trail. I enclose as a grant a cheque for £500.

I understand that I need to collaborate with an artist on decorating my pony and that Dudley Performing Arts can help me with finding a suitable artist. I will consult with the organisers if I or my artist plan to do anything extreme.

I know that ownership of the pony will be with the event organisers and that it will be sold at auction in October 2010. If sold, £300 of my grant will be returned to me. If it does not sell, ownership will be transferred to me.

Signature _____ Date _____

Please post to Claire Starmer-Jones at Dudley Performing Arts, Netherton Arts Centre, Northfield Road, Dudley, DY2 9ER.