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PROPOSAL

30th April 2020

Proposal for the Delivery of Bespoke Public Arts Trail for the Cotswolds AONB in 2021

The Art of Fundraising propose the delivery of a decorated sculpture trail in Easter 2021 to generate income to support the Cotswolds AONB conservation work through the sponsorship and sale of this high quality decorated sculpture art, with the additional PR benefit of increasing awareness of the organisation and their work through mass publicity across traditional and social media, along with creating the opportunity to develop new corporate relationships and maximize income generation from existing ones. The trail will be free to access and planned to steer locals and visitors out into the countryside, and additionally to attract new visitors from new demographics in urban centres such as Birmingham and Bristol to the Cotswolds and encourage them to celebrate the outdoors and walk, cycle or follow sections of the trail via waterways and using public transport.

Proposed Sculpture

A bespoke sculpture of a Kingfisher bird is proposed for the trail. The Kingfisher has many positive attributes for this event; 1. It is synonymous with water, allowing us to create a series of trails in and around the waterways of the Cotswolds. 2. The association with water also enables us to target Water companies as logical key project sponsors. 3. The species is associated with habitats where the water is clean and where stocks of fish and other wildlife are in abundance. 4. It is a beautiful shape and a wonderfully inviting canvas for artists to work with. 5. It is also an entirely new sculpture model which has never previously been used in a sculpture trail in the area, or to our knowledge in the UK.



Size of sculpture & number of pieces of artwork proposed

There is flexibility around the size of sculpture and number of pieces of artwork to be produced for the trail. To maximize the sale price per unit and therefore overall revenue generated by the project, we proposed that a finite number of 50 sculptures be produced. These can all be of one dimension, or we can produce in multiple dimensions, as required. The current proposal is for 10 units to be produced in larger (5 ft tall) dimension, targeting larger corporate supporters at a price tag of circa 10k per unit, and 40 units to be produced in smaller (3 ft tall) dimension targeting smaller corporates and private art buyers. The 3-foot dimension is the height of the Moor Otters we produced for Dartmoor National Park in 2017 and also for their current 2020 trail and these are presented on a 4 ft plinth when they are mounted creating a 7ft visitor attraction on the trail. The larger 5-foot sculpture sits on a smaller base which is 2-foot in height, so this also stands at 7ft tall when on its plinth.

There is also the option, after the event, of reproducing the most popular pieces of art in smaller sizes to be sold as merchandise.

Artists

We propose using a selection of well know and upcoming artists for the project and we have an extensive list of tried and trusted artists, both locally and from further afield, who enjoy working on our sculpture trail projects. A selection of artists from neighbouring urban areas such as Birmingham and Bristol can also be invited to participate.



Celebrity Involvement

A great way to increase the value of each piece of art is to get a celebrity to collaborate with an artist in the design and to sign the finished piece of art before it goes to auction. We would suggest leveraging the involvement of celebrity contacts in the Cotswolds region, as they can significantly increase the media exposure, the selling prices of the art, and therefore the profitability of the project. Below you can see U2's, The Edge, signing a horse he created with artist, Duda, at one of our recently projects, Under Starters Orders, plus globes which Padraig Harrington and other sports celebrities collaborated with artists in creating for, another project entitled, What On Earth, for Goal Global.



Media Exposure & References

Our projects are quite unique and gain an incredible amount of media attention in TV, print, radio and social media. Clients have valued the free exposure of previous similar projects in tens of millions of social media impressions and in hundreds of thousands of euro of media spend. The 2017 Moor Otters trail launch in Dartmoor received extensive primetime coverage on both BBC regional news and ITV regional news along with an additional feature on the progress of Judy Spire's art creation covered by ITV. Below you can see TV screenshots from the launch of Under Starters Orders on RTE plus a feature on What On Earth on Virgin Media. You can see more at our website: theartoffundraising.org including some media clips from BBC, ITV, RTE & Virgin Media along with project overviews from some of our more recent projects.

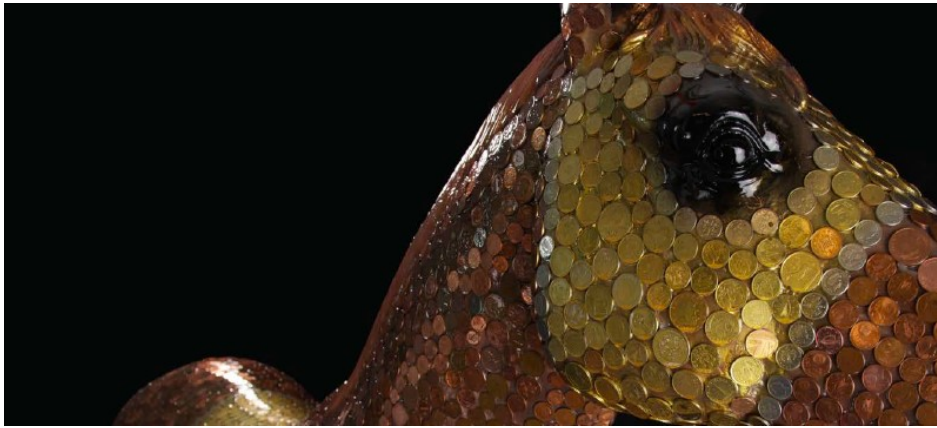


Duties which The Art of Fundraising takes responsibility for:

- Dedicated project management team for the duration of the project
- Oversee the manufacture and delivery of the fiberglass resin sculptures along with the wooden base plinths, and generate individualised plaques for each sculpture
- Creating and producing all marketing materials over the course of the project including design, print, digital materials and all project artwork
- All IT for the project including; official website with social media feeds, pwa (web based) App Map of the trail for public to engage with and follow the project, plus online auction site
- Advise client on strategy for naming rights sponsors, trail sponsors, corporate sponsors and suitable targets to sponsor, host and purchase the pieces of artwork, and work with the client in securing sponsors/hosts and buyers for the sculptures
- Identify, invite and secure suitable lists of leads as sponsoring entities for the project / buyers for the sculptures in collaboration with the client
- Design Guidelines & General Information Pack to be compiled and circulated to Artists
- Selection of artists to be assembled
- Manage artists to paint / decorate individual sculpture as per design outline
- Official photo session in studio for all sculptures
- Official public launches and events around the project
- Sponsorship document to be written / designed
- Design 'Auction Catalogue', for distribution to art collectors and buyers
- Advise on Auction format and organise / manage online and live auction event
- Advise and co-ordinate with client on trail format and layout
- Manage all third parties from model manufacture to logistics for the entire project

Duties which the Beneficiary takes responsibility for:

The beneficiary collaborates in identifying, inviting and securing suitable lists of leads as sponsoring entities for the project / buyers for the sculptures and, in the interest of good governance and complete transparency, manage all financial aspects of the fundraising side of the event: bank account, invoicing, collection of funds. The beneficiary also typically uses their existing public liability insurance to cover any public events over the course of the project.



TRAIL TIMELINE:

The trail will be launched in Easter 2021, to coincide with the Cotswold Way 50th Anniversary celebrations and to maximise the opportunities for locals and visitors to engage with and enjoy the trail and celebrate the outdoors with a fantastic free activity for families and people of all ages, over the spring and summer months of 2021.

PROJECT TIMELINE:

Projects typically takes 9 months from start to trail launch, and circa 12 months from beginning to end, with activity broken down as indicated below. The key contingencies are a circa 12 - 16 week turnaround to reproduce and ship the models, plus a circa 8 – 12 week turnaround for the artists to paint and return the sculptures before they go on exhibition on the trail. Therefore, the earlier we agree on the model and sign off a master clay version and place an order for the batch of 50 fiberglass resin replicas, the better placed we are to deliver the project.

Should the project be delayed because of Covid-19, we will pause the delivery of the project and honour our commitment to deliver the remainder of the project in a new timeframe.

June – July 2020

- Agree a detailed timeline for the entire project with Cotswold AONB key team members
- Agreement reached on form of sculpture
- Sculpture goes into production
- Agreement reached on project name & brand identity
- Potential lead sponsors identified
- Artists Pack produced and distributed
- Artists sourced and invited to submit designs
- First version of website goes live

August - September 2020

- Sponsorship pack produced
- Suitable lead sponsoring entities, trail sponsors and valued partners to be identified and approached
- Management of Artists submissions

- Lead Sponsor finalised / announced
- Sculptures delivered
- Soft launch with artists who receive their sculptures

October - November 2020

- Trail sponsors / hosts approached & secured
- Trail devised

December 2020 – January 2021

- Finished sculptures returned by artists
- Trail finalised
- Trail pwa (App Map) produced
- Online auction website created
- Auction Catalogues designed

February – March 2021

- Sculptures assigned to trail locations
- Official trail launch event
- Trail goes live
- Trail pwa (App Map) goes live
- Online auction goes live
- Art buyers and suitable corporates to be identified and invited to adopt a sculpture and/or bid online (ongoing)

May – August 2021

- Trail remains live
- Auction Catalogues printed and distributed
- Art buyers and suitable corporates invited to adopt, bid online and/or attend the live auction
- Live auction event planned, invitations issued

Sept - October 2021

- Sculptures collected
- Live Auction Event
- Deliver of sculptures to new owners & wrap up of project
- Wash up report

Income Opportunities

The purchase and ownership of an art sculpture is an attractive proposition for corporates, who often receive nothing tangible for their contributions to charity. With the significant PR and media that come with our projects, it gives corporates the opportunity to showcase their CSR credentials in a very positive and public way. In addition, they receive a tangible, physical piece of art in the form of a valuable sculpture which they can display in their reception area, business entrance or boardroom, and this acts as a talking point and proof to both employees and clients that they are a good corporation which is genuinely active in supporting worthy causes in the locality. There are a number of opportunities for corporates / sponsors to contribute at different levels of commitment. Many of these are early in the process and this creates the opportunity to cover all project costs well in advance of selected pieces of art going to auction at the end of the event, which is typically one of the major sources of income from the project.

Suggested fee ranges for sponsoring the project and investing in a piece of artwork upfront are outlined below and a target figure can be agreed with the benefactor for each line item in advance of project launch:

- A. Lead Sponsor(s) of the Event: 10-25k for a lead sponsor, (or per lead sponsor, in the event that there is more than one lead sponsor).
- B. Individual Trail Sponsor: 10k
There will be 4 or 5 individual 'mini' trails of 10 – 12 sculptures each, making up the overall sculpture trail of 50 sculptures. These 'mini' trails can be clustered by geography, by theme (e.g. history, heritage and what makes a particular area of the Cotswolds unique), by mode of access (e.g. walking, cycling, public transport), or by a mix of these factors. Each individual 'mini' trail will be available for sponsorship separately.
- C. Valued Partners:
Contribute services in kind to the project to the value of circa 5-15k (e.g. logistics, printer, auctioneer, etc.) and receive publicity for being associated with the project as a Valued Partner in lieu.
- D. Sponsor and host a sculpture (for the duration of the trail)
Large sculpture: 1.2k
Small sculpture: £800
- E. Adopt (buy out) an individual work of art:
Larger Sculptures (not reserved for auction) 10k per unit
Smaller Sculptures (not reserved for auction) 5k per unit
- F. Buy a blank sculpture and commission a bespoke design with your own corporate colours / logo (or other design):
Large sculptures. 12k
Small sculptures. 6k



Estimated Project Costs

Cost estimate for this project are as follows:

Models (10 x 5ft & 40 x 3 ft): £10,600

Plinths x 50 units: £7,500

Logistics: £10,000

Warehousing: £5,000

PR / Corporate Sponsorship / Sales: £12,000

Artists Fees: £15,000

Online Auction site: £3,000
Launch Events & Live Auction: £6,000
Printing: £7,000
Photography: £3,000
Marketing: Incl. design, digital, websites, social media, trail pwa app: £13,500
Project Management for the duration of the project incl. travel & subsistence £48,500

Total project costs: £141,100 ex VAT

Notes:

1. Cotswolds AONB may be able to resource and therefore reduce or eliminate some of the costs such as: Warehousing & Logistics.
2. Valued partners can be brought on board to reduce or eliminate some of the costs, such as: Launch Events & Live Auction, Printing, Warehousing & Logistics.
3. Artists fees may be reduced by up to 40% depending on how many artists contribute their fee back to the charitable cause.

Capping the Benefactor's risk and cash commitment at £50,000 ex VAT.

We have a working mechanism that enables us to cap both the risk and cash commitment of the benefactor of the project at a percentage of the project cost. In summary, the benefactor commits to cash-flowing a portion of the project. The Art of Fundraising take on the cash flowing of the remainder of the project. We have operated this model successfully in the past where our charitable partners have not been in a position to commit cash reserves to cover the full cost of the project.

We propose a cash commitment from Cotswolds AONB for this project of; £50,000 ex VAT, payable in 3 equal installments of £16,667 ex VAT, as follows:

Payment 1: on signing of contracts in June 2020. Payment 2: On 1st August 2020.
Payment 3: On 1st October 2020.

The Art of Fundraising will manage the cashflow of the remainder of the project and bill the remainder of the fee in similarly staged installments, only, as and when, sufficient funds have been committed to the project by sponsors, hosts and buyers, which can enable the Cotswolds AONB to pay such further installments of the overall project fee. At the end of the project and after all other project costs have been discharged, Cotswolds AONB will recoup their initial cash commitment in full, along with retaining all profits which the project has generated.

Working mechanism for this will be detailed in the contract.

Outline Revenue Potential

The estimated revenue for a project can vary depending on a number of factors including; the benefactor, their level of corporate and public following, the size of sculpture and nature of the art, celebrity involvement in the creation of the artwork, the number of sculptures produced and the territories in which the artwork is sold. Our most recent 21-unit project in the Republic of Ireland generated over €200,000 delivering profits after all project and artist costs in excess of €100,000 for the charities involved. The project

previous to this, also run in Ireland, was fully funded upfront by a generous corporate supporter to the charity and this project generated a similar net profit figure. All of our projects to date have easily covered all costs and also generated significant profit sums.

Given the demographics of the proposed location for the project, we would estimate that revenue of circa £275,500 is a very realistic and achievable target for this project, based on the following projections:

One / two lead sponsors of the event = 20k
Three of the five mini trails sponsored = 30k
All 10 x 5 ft sculptures sponsored by hosts @ 1.2k ea = 12k
30 (of the 40) x 3 ft sculptures sponsored by hosts @ 800 ea = 24k
4 x 5 ft sculptures adopted/pre-sold. @ 10k = 40k
10 x 3 ft sculptures adopted/pre-sold at 5k each = 50k
2 x 3ft branded designs commissioned at 6k each= 12k
6 large sculptures sold at auction at 8k average = 48k
11 smaller sculptures sold via online auction at average of 2.5k = 27.5k
15 smaller sculptures sold via online auction at average of 800 = 12k

Estimate projected revenue: £275,500

A potential key annual event in the Cotswolds AONB calendar for the next 3 to 5 years

Given the scale of the Cotswolds AONB region, should the project be deemed a PR and financial success, it can be renewed on an annual basis, self-fund from previous year's profits and grown year-on-year with the benefactor taking long-term ownership of the event in this region.

Notes:

All estimations are in GBP Sterling and exclusive of VAT. Prices and terms are valid for 30 days from the date of all quotations. Should you require any clarifications or further information, please don't hesitate to contact me.

Best Regards,



David Southern
Managing Director The Art of Fundraising