



PRESENTED BY:



Pinehurst Business Partners



OVERVIEW

In preparation for the celebration of the U.S. Open returning to Pinehurst #2 and the Village of Pinehurst in 2024, The Pinehurst Business Partners (PBP), in collaboration with the Village of Pinehurst (VOP) and the Pinehurst Southern Pines Aberdeen Area Convention & Visitors Bureau (CVB), we would like to bring culture and fun to our community to increase tourism, highlight local artists, and show the pride we have in our Village. **Rock The Village** will be an art installation in Village Center of painted rocking chairs celebrating the **themes of golf and the Village of Pinehurst**.

SPONSOR INFORMATION

The Pinehurst Business Partners is seeking individuals, businesses, and organizations to **SPONSOR** a Rocking Chair. Our goal is to get a minimum of 25 sponsors. Pinehurst Business Partners will provide each sponsor with a white rocking chair to be painted by the artist of their choice. If a sponsor needs assistance finding an artist, PBP will provide the sponsor with a list of artists who are interested in participating in this art installation project.

SPONSORSHIP LEVELS

Adult Rocking Chair Sponsorship: \$750

Youth Rocking Chair Sponsorship: \$500

Expectations from sponsors:

- Monetary support. In addition to sponsor cost, sponsor shall be responsible for any payment required by artist, including paint, poly seal, etc.
- Pick up and storage of chair before placement in the Village. Placement in Village (based on map produced by PBP).
- Secure an artist to design and paint chair.
- Submit a sketch of what is planned to committee for approval **PRIOR TO** artist beginning to paint. The theme of the chair must embrace either the Village of Pinehurst or the theme of golf (or both). Nothing controversial, political, or with blatant advertising will be approved.

- Chair must be completely painted and poly-sealed by no later than May 1, 2024.
- The chairs will be on display from May through August 2024.

What Sponsors will receive:

- A small plaque secured to each chair highlighting the sponsor's name and the name of the artist.
- Sponsor will be mentioned in all publicity for the project.
- A map that will be created showing where every chair is located which will identify all the sponsors and artists.
- At the end of the display period, sponsor will be able to keep the chair or donate it back to the PBP for auction.

THE OPPORTUNITY

This is an excellent opportunity to showcase our local artists and provide recognition to our fabulous businesses, organizations, and stewards of our community.

- Rock The Village will not only encompass the time frame of the U.S. Open but also the summer where much anticipated residual tourism will take place as well as the two-week period of U.S. Teens & U.S. Kids World Golf Championships in late July and August.
- Advertising will be produced to generate interest on both a local and state level, driving people into our area and generating tourism dollars and revenues for our local shops and restaurants.

Timeline:

- **June-November 2023 – Accept sponsorships from businesses, organizations, individuals, and families**
- **November – Order Chairs**
- **November – March 1 – PBP will accept artist designs/sketches for committee approval**
- **February 2024 – Sponsor picks up chair and will coordinate with their artist to design, paint, and poly-seal.**
- **March 1, 2024 – deadline for artists to submit chair designs**
- **May 2024 – (specific date to be determined) – all chairs must be delivered to designated location**
- **A map that will be created showing where every chair is located which will identify all the sponsors and artists. A supply of these maps will be delivered to all sponsors.**

FUNDS RAISED

Proceeds from this art installation will go to Pinehurst Business Partners and The First Tee - Sandhills.

Pinehurst Business Partners is a member-based association focused on serving businesses in and around the Village of Pinehurst. They strive to support members by offering subsidized group advertising, email & social media marketing, and sponsored events. "It takes a Village," sums up their commitment to teamwork and the mutual respect they show each other.

First Tee - Sandhills is a non-profit organization dedicated to empowering young individuals through the game of golf by fostering character development and instilling valuable life skills to help them build a solid foundation for success both on and off the golf course.



Sponsors Agreement

Name of Sponsor: _____

Contact Person: _____

Mailing Address: _____

Phone Number: _____

Email Address: _____

Agreement: The Sponsor agrees to the following terms and conditions.

- 1) Payment of *Rock The Village* sponsor fee and coverage of costs associated with the production of artist rendering on the rocking chair including materials and poly-sealing the chair. Checks can be made out to Pinehurst Business Partners.
- 2) Submission of sketch from artist for committee approval prior to production by March 1, 2024.
- 3) Final painted and poly-sealed rocking chair available for placement no later than May 1, 2024.
- 4) Artistic rendition must celebrate the theme of golf and/or the Village of Pinehurst.
- 5) Artistic rendition must not include or convey anything controversial, political, or blatant advertising.
- 6) Display of the sponsored chair in Village Center for the duration period of May-August 2024.

Payment: _____ Adult Rocking Chair \$750 _____ Youth Rocking Chair \$500 (Checks made payable to Pinehurst Business Partners)

Optional: _____ Security Air Tag \$25 (you will retain ownership of this air tag)

Provisions: The Pinehurst Business Partners and collaborators are released from any liability of damage to or loss of the final Rocking Chair produced by sponsor and their artist when on display in Village Center.

Sponsor forms and payments may be submitted in person to either: Amanda Jakl (The Purple Thistle, 100 Magnolia Road) or to Jill Lazusky (The Welcome Center in the Theatre Building, 90 Cherokee Road). Or you can mail the form and payment to:

ROCK THE VILLAGE c/o Jill Lazusky, Village of Pinehurst, 395 Magnolia Road, Pinehurst, NC 28374

Sponsor Signature

Date

Amanda Jakl
Pinehurst Business Partners Board Member

Date



Pinehurst Business Partners