



Beauty and the Box Sponsorship Form

SPONSORS RECEIVE:

- Choice of one piece of artwork submitted to Keep Tyler Beautiful for installation as a traffic box wrap. Sponsor's name or business name will be listed at the bottom of the front of the box to read *Sponsored by: Organization/Business Name* or *Sponsored by: The Smith Family*
- Choice of installation locations from those available.
- Logo and Sponsor name on the Keep Tyler Beautiful webpage "Sponsored By: *Organization Name*" will be added to the bottom of the box
- City of Tyler issued press release with the sponsor's name and location of the sponsored box. **Other local art may be considered upon request. Please refer to Artwork Guidelines for more information.*

Box Sponsorship Fee: \$700 (\$450 the wrap + \$250 artist stipend)
(Dimensions in inches: Height 55; Width 45; Depth 26.5)

A few boxes are smaller than the dimensions provided above, those boxes will have a reduced cost of \$540. If artist chooses to waive their \$250 stipend, sponsor will only pay the cost of the wrap at \$345.

ARTWORK GUIDELINES:

- Submitted artworks may include:
 - Digital version of existing artwork provided by the artist who owns the copyright and/or the artwork is not on display permanently in a public location within the Tyler/Smith County area.
 - Artwork that is created digitally (photographs, etc.)
- Selected artwork should be scalable to the different size boxes, including vertical and horizontal shapes.
 - Note that because the boxes range in size and images could be used more than once, some cropping may occur.
- Subject matter for residentially zoned boxes is limited to nature. (i.e. flowers, wildlife, landscapes)
- The program is seeking images which people will positively connect with emotionally and will draw people passing by on foot, bicycle or in a vehicle.
- Images may not include text.
- No advertising, branding or commercial images allowed other than a small banner at the bottom of the utility box stating, "Sponsored by: Business Name".
- Imagery needs to be detailed enough to prevent temptation to graffiti.
- No portrait photography of individuals or digital art created from photographs of individuals.
- Artwork can only be used on one wrapping to preserve originality of each Beauty and the Box.
- No artwork promoting a political campaign, demonstrating political views, or representing political influences.
- Art must be created by an artist living in Smith County or adjacent counties.

BOX INFORMATION:

- The goal is to wrap all utility boxes owned by the City of Tyler.
- There are two sizes of utility boxes. The approximate sizes of the majority of these boxes are as follows: Large size boxes are approximately 55" x 45" x 26.5", & small boxes are 50" x 36" x 18".
- There are both vertical and horizontal forms.
- The wraps and designs may also be modified to accommodate a few special features including meters, vents, handles, identifying letters and numbers, and other attachments.
- Selected pieces of art will be digitally applied to a high-quality vinyl product. This vinyl will then be applied to the utility box. The vinyl includes a graffiti-resistant outer layer that will facilitate future clean-up.
- Any box may only be "held" for up to 30 days and payment will not be accepted until location and artwork is approved and finalized.
- Boxes located in residential areas are subject to approval at the discretion of the Director of Parks and Recreation.

SPONSOR INFORMATION:

Requested intersection:

Requested artwork:

Sponsor name (as it should read on all materials):

Contact Name:

E-mail:

Mailing Address:

Phone:

Sponsors are requested to submit an electronic logo for recognition in the form of a JPEG or TIF file. Mail form along with payment to Keep Tyler Beautiful at 1718 W. Houston St. Tyler, Texas 75702 or contact ktyb@tylertexas.com
Thank you for your interest in continuing to beautify our community. We look forward to working with you in the future.



For Office Use Only:

Artwork Approved: _____ **Date Selected:** _____

Artist/Artwork: _____

Location Selected: _____

Fee: _____ **Paid** _____ **Proof** _____ **Wrapped** _____

_____ **Collateral**