

# MATCH OUR GRANT CHALLENGE

The Rockford Area Convention & Visitors Bureau has received a grant from the State of Illinois for **\$91,800** to complete **8 murals in 15 days** in downtown Rockford. In order to receive the grant we are required to match these funds through personal investments, sponsorships, and donations.



Bringing mural art to the region presents a unique opportunity to engage visitors to the area and thus revenue for businesses, helps to create an identity for downtown Rockford, and has the ability to add to the transformational pride of this region. Murals will be completed by **internationally known and local artists**. Incorporated into the completion of the murals is a community festival highlighting the great work of the artists and embodying the culture of this city.

This impactful initiative cannot be done without your help. We challenge you to join us in collaboration by providing **financial support** for the 8 murals in 15 days. Support options are included on the reverse side of this page.

## Current Walls



Wired Cafe alley



Mulberry & Church Streets



Symbols wall

## Concept Art



Artist: Jenny Mathews



Artist: Brett Whitacre



Artist: Yulia Avgustovich

For details on these donation and sponsorship options, contact  
Martesha Brown, RACVB Director of Advancement: **815.489.1655** or **mbrown@gorockford.com**

# FINANCIAL SUPPORT OPTIONS

## Become a Wall Sponsor

**\$7,000 (Lifespan of 10-15 years)**

Become a wall sponsor and show your support of the arts and destination-defining murals in downtown Rockford.

### BENEFITS

- Logo or name included on wall of the mural (mural lifespan 10 - 15 years)
- Recognition during the CRE8IV: transformational ART festival including the kick-off community event and Saturday night pARTy, open to the community
- Notable and engaging recognition through:
  - RACVB newsletter
  - RACVB website
  - RACVB social media
  - Mention on the artist's website or blog
- Logo or name included on the newly-created mural art tour map
- Tax deductible
- **BONUS:** Recognition on 5 Forest City Beautiful planters throughout downtown Rockford



Artists: Lisa & Libbie Frost

## Become an Event Sponsor

**Presenting Event Sponsor \$5,000 or Supporting Sponsor \$3,000**

### BENEFITS

- Recognition in newsletters, social media, and RACVB website
- Tax deductible
- Recognition on 5 Forest City Beautiful planters throughout downtown Rockford
- Event recognition for current year
- Logo included on the new walking tour map for Rockford's Festival Tour
- Recognition during this community-focused festival



Artist: Corey Barksdale

## Individual Donations

To donate, all you have to do is mail a check to Rockford Area Convention & Visitors Bureau at 102 N. Main St., Rockford, IL 61101 or call 815.963.8111 to pay by phone.

### BENEFITS

- Tax deductible
- Donations under \$3,000 will receive recognition on our website as a "Friend of the Murals"



Artist: Molly Z

*Additional event sponsorship options available.*



For details on these donation and sponsorship options, contact  
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# YULIA AVGUSTOVICH



## MEET THE ARTIST

Yulia was born and grew up in Baranovichi, a small town in Belarus. At the age of 16, Yulia went to Minsk and studied art in college receiving a degree in classic painting and teaching art. She started her career as a muralist in 2002 and completed her first outdoor mural in 2008 in St. Petersburg, Russia. Yulia states, "After accomplishing my first public art projects and wall murals, the feeling of fulfillment and the amazing feedback I received from the public confirmed that I was on the right path."

## Mural Concept



CURRENT WALL





# COREY BARKSDALE



## MEET THE ARTIST

Artist Corey Barksdale’s projects have touched the hearts of all those that have come across them. Every piece of his artwork connects with the body, mind and soul. Corey’s resume includes a current project for the Smithsonian National Museum of African American History and Culture in Washington DC, and numerous projects for television. Corey states, “My vision as an Atlanta artist is to connect more on a more personal level with my fans and audience with the best of creative art works.”

## Mural Inspiration



CURRENT WALL





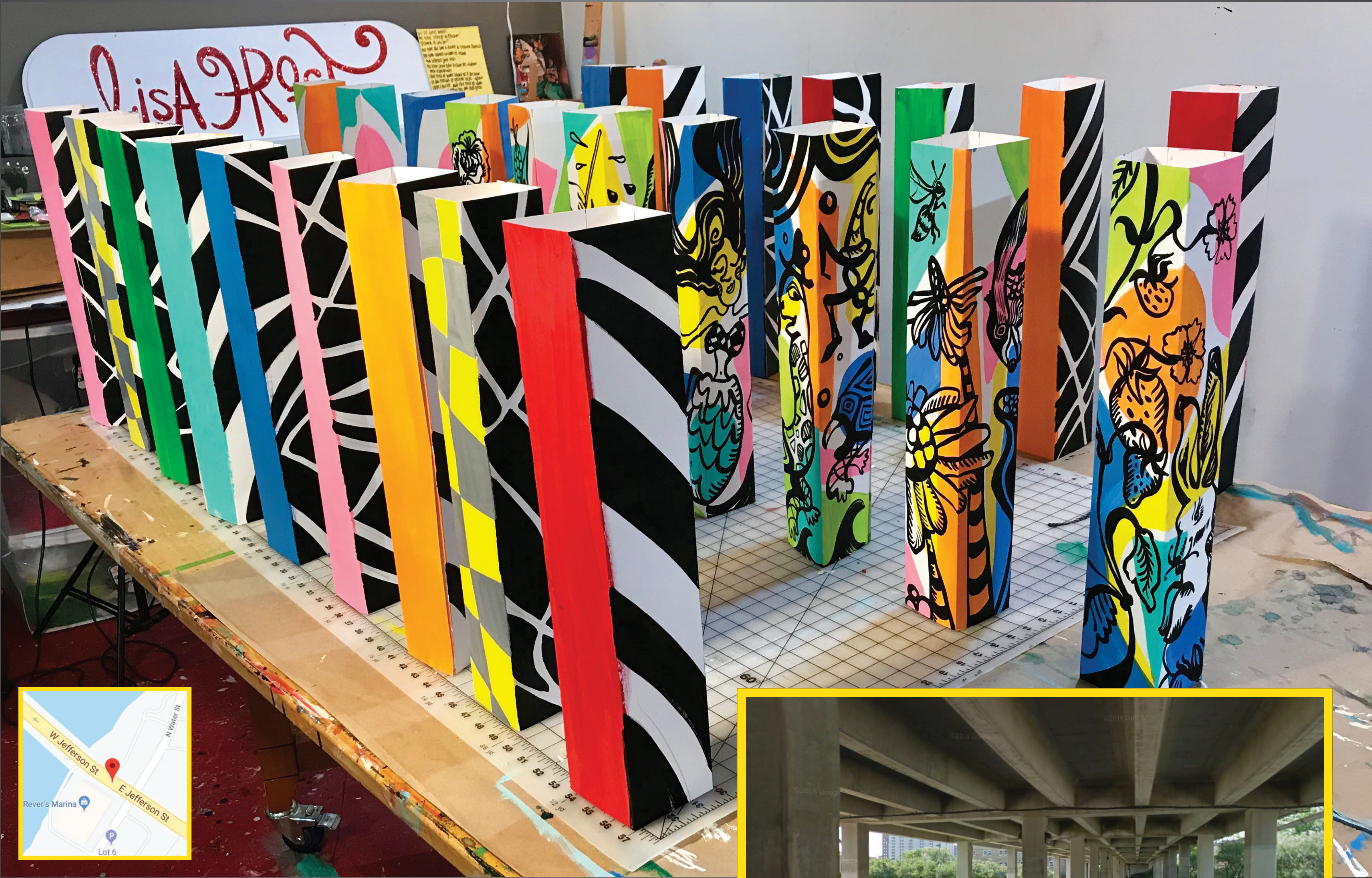
# LISA & LIBBIE FROST



## MEET THE ARTISTS

Nationally recognized artist Lisa Frost’s mission is to spread cheer throughout the land. Lisa is the owner of Lisa Frost Studio, located in Rockford, Illinois. As a native and current resident, she is dedicated to her art and giving back to her community. Libbie is 18 years old and a senior at Boylan Catholic High School. She plans on pursuing college in business and an art related field.

## Mural Concept



CURRENT VIEW





# JENNY MATHEWS



## MEET THE ARTIST

Jenny is a visual artist from Rockford, IL, who specializes in everything from tiny watercolor illustrations to big acrylic murals. Jenny's prolific style allows her to obsess and work on extensive series of small things as well as large-scale singular pieces. Her work has been on display at the Rockford Art Museum and can currently be seen at the Discovery Center Museum in Rockford, IL. Her small illustrations are published in many children's books, both fiction and non-fiction.

## Mural Concept



CURRENT WALL



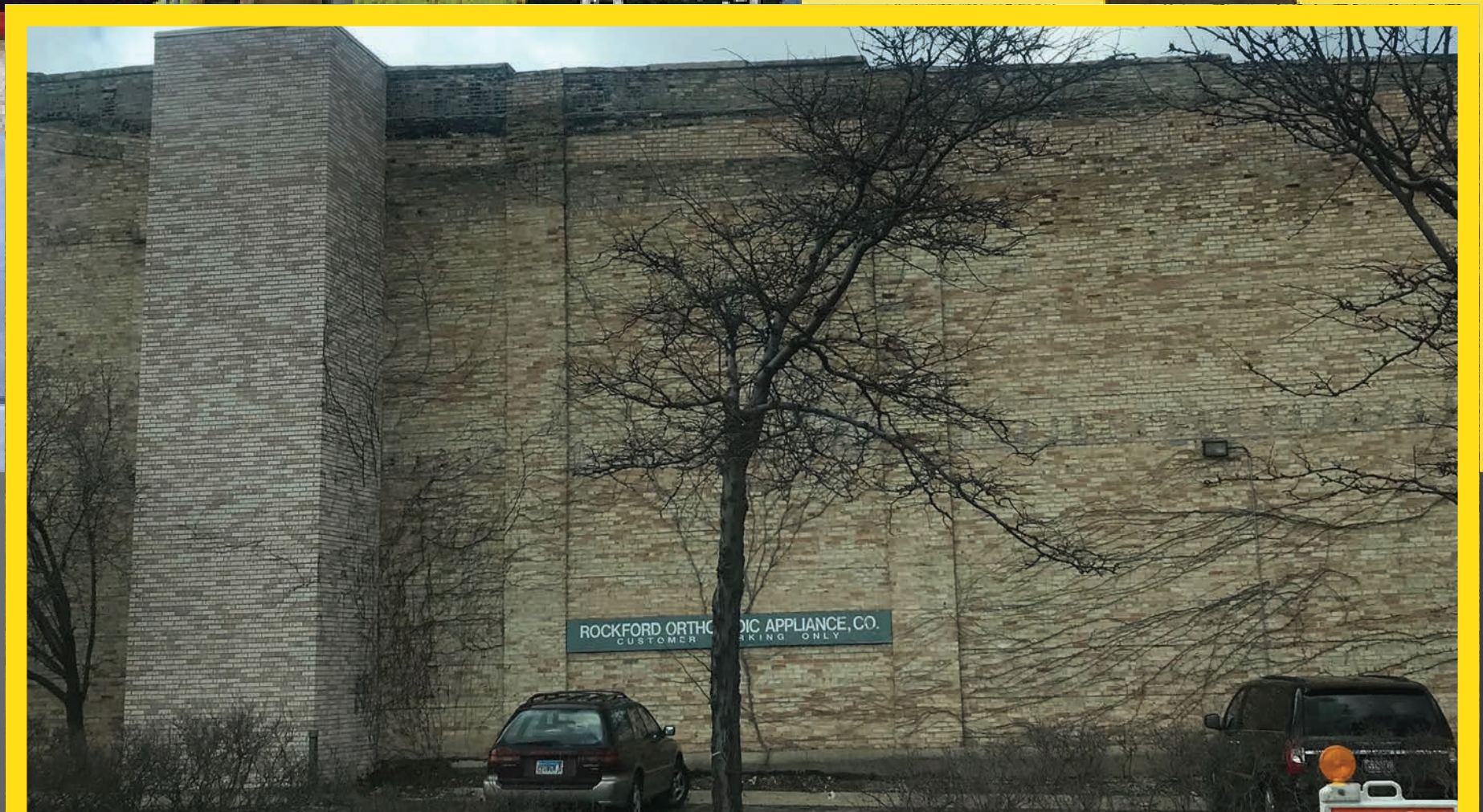
# CHRIS SILVA



## MEET THE ARTIST

Though born in Puerto Rico, Chris' creative pursuits are firmly rooted in Chicago's urban culture. Chris was an innovative figure in Chicago's graffiti and skateboarding scenes and from that foundation proceeded to play a significant role in the development of what is now commonly referred to as "street art." Chris splits his time between working on large-scale commissions, producing gallery-oriented work, and leading youth-involved public art projects.

## Mural Inspiration



CURRENT WALL





# JENNY ROESEL USTICK



## MEET THE ARTIST

Jenny is Assistant Professor of Practice and Foundations Coordinator in the School of Art at the University of Cincinnati, College of Design, Architecture, Art & Planning. She manages large-scale public murals, with eleven walls completed in Cincinnati and Northern Kentucky. She has also worked on projects in Miami Beach, Florida and in the Villa Crespo neighborhood of Buenos Aires, Argentina.

## Mural Inspiration



CURRENT WALL





# BRETT WHITACRE



## MEET THE ARTIST

Brett is a self-taught American artist living and working in Northern Illinois. His art is inspired by a mix of vintage and modern advertising as well as American history. Upon moving to Chicago in 2000, he began collecting otherwise discarded materials from alleyways. He applies his imagery to the found objects juxtaposing old and new. The end result of his work tends to have a strong modern feel contrasted with a rustic warmth.

## Mural Concept



CURRENT WALL



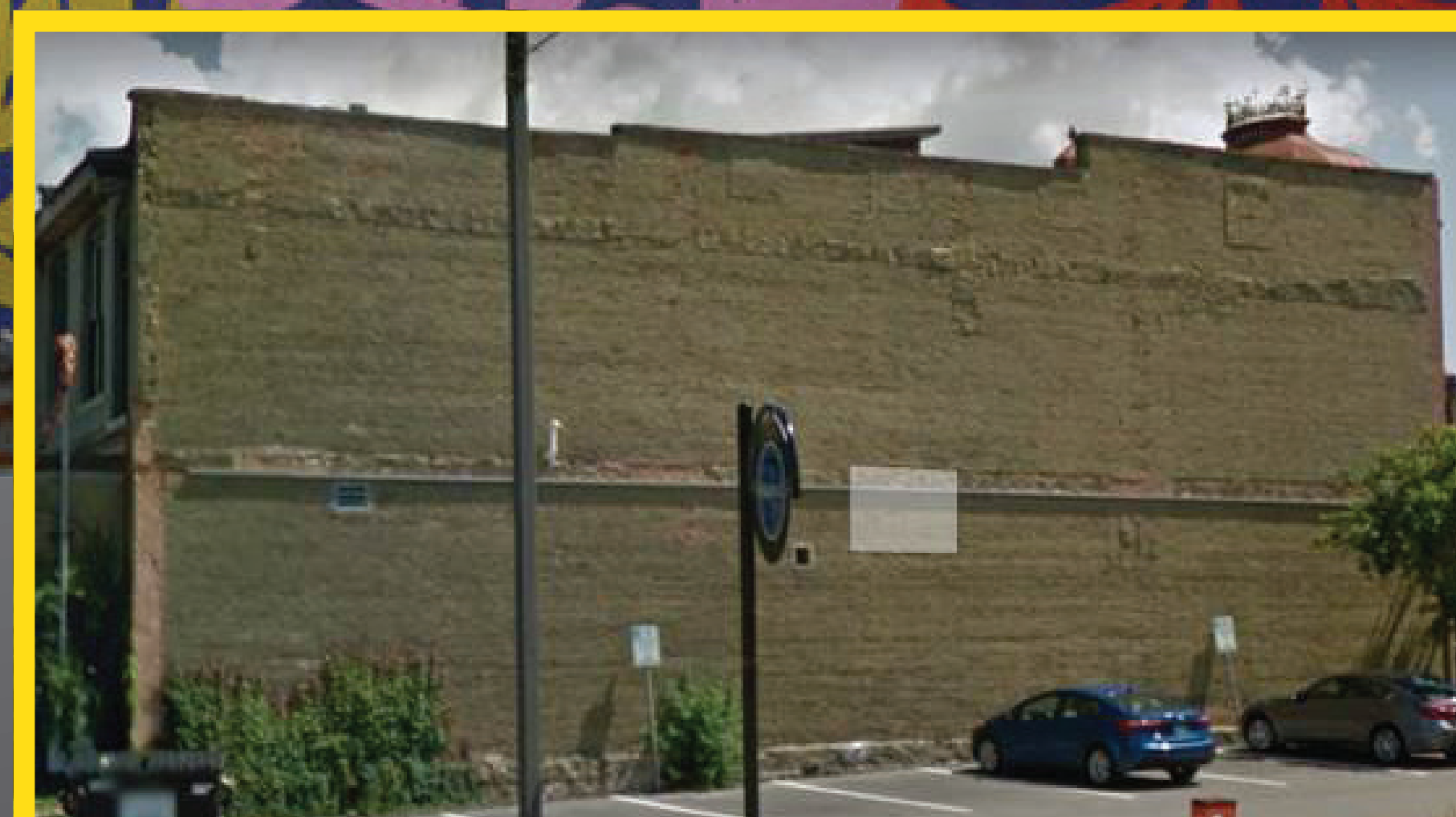
# MOLLY Z



## MEET THE ARTIST

Molly has worked many years as a finely detailed illustrator, contracting with agencies, product manufacturers and many different clients, always looking for a way to make beautiful art that affects our daily lives. She has created many large-scale works of art, public art for museums, schools, and businesses and has produced live art murals for major industry conferences and special events.

## Mural Inspiration



CURRENT WALL