

SPONSORS: The Fish Tail

1708 Gallery, in cooperation with the City of Richmond, Downtown Presents, Richmond Riverfront Development, Richmond Renaissance, Richmond Convention & Visitors Bureau, Virginia Tourism, Virginia Commission for the Arts, Greater Richmond Partnership, Chamber of Commerce, Arts Council, Leadership Metro Richmond, and Retail Merchants Association, announces an exciting opportunity for businesses and individuals to be a part of the **Go Fish!** project, the city's largest temporary public art project. Modeled after Chicago's successful "Cows on Parade, Richmond's icon will be "Fish " specifically the rockfish to recognize its resurgence in our James River. The intent of the project is to make public art accessible, increase tourism, and for all participants to have FUN! Join 1708 Gallery today and be apart of the **Go Fish!**

Now is your chance to cast your line and run with the **Go Fish!** project which will be on display from May through September 2001. Over 100 fish, "fintastically" painted by area artists will be mounted all over Metro Richmond. You can jump on the boat and join the excitement by mounting a "keeper" on the streets of Richmond.

A sponsorship plaque sporting your organization's name, the artist's name and the title of your catch will accompany your fish. All fish will be marketed through collateral material, local media, and special events promoting **Go Fish!**

To conclude this unique festival of art in the city, fish sponsors are encouraged to give back to the art community by donating their fish to the **Go Fish!** auction to raise money for 1708 Gallery, a non-profit gallery, a non-profit of choice, or keep the fish as a memento.

The Bait

Besides promoting your business through local and regional marketing and media efforts, Internet sites, and the charity auction, the goals of **Go Fish!** are to:

- Bring public art to the city
- Increase Tourism
- Support local non-profits and schools
- Have Fun!

The Lure

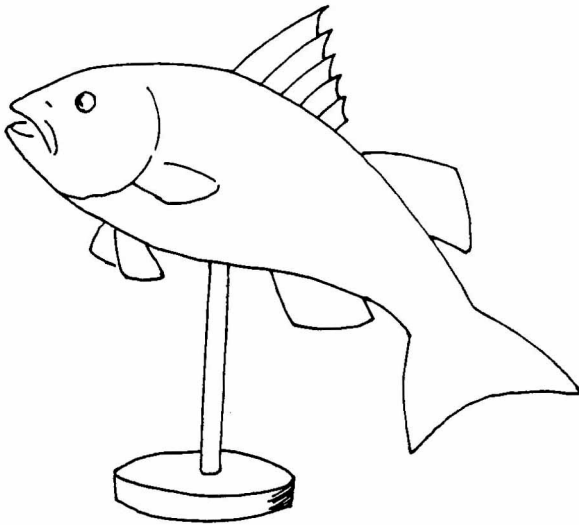
Charitable Deductions:

Any fish donated to the charity auction is fully deductible at the amount you paid for it.

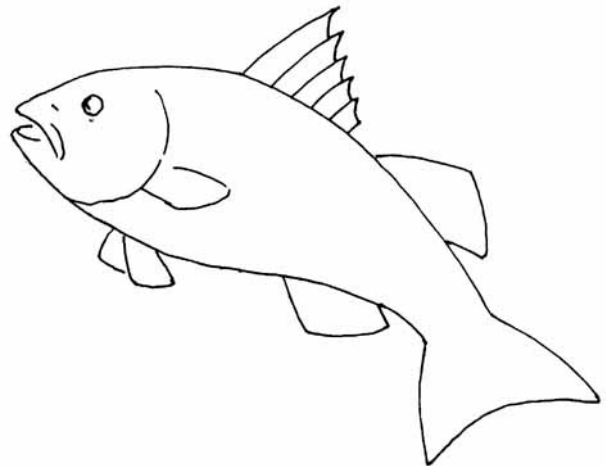
The Line

Size of fish:

The fish will be approximately 5 ft. W X 40" W X 15" thick. The fish are made of epoxy and weigh 40lbs. They are affixed to a concrete base weighing an estimated 300lbs. Two types of fish are available, swimming fish and trophy fish. The swimming fish will be mounted on a steel rod and concrete base. The trophy fish is the same as the swimming fish but will not include a steel rod or base, allowing for mounting on the sides of buildings or hanging. Zoning restrictions may apply.



Swimming Fish



Trophy Fish

Number:

We anticipate 100 fish or more will be on display throughout Metro Richmond.

Events:

After opening in May, promotional events will be scheduled. Maps will be provided for "fishing trips" throughout the City, and finally the auction in September.

