

Roseville MURAL PROJECT

An initiative of **blue | ine arts**

Mission

The Roseville Mural Project is an initiative led by Blue Line Arts in close collaboration with the Downtown Roseville Partnership and its property owners to bring new public art of high artistic quality and enduring value to the city of Roseville.

The primary purpose of this project is to beautify downtown Roseville in order to revitalize Roseville's arts and culture identity and spur economic development through the creation of inspired spaces that make the downtown district an exciting area for residents and visitors to work, live, and connect.



Objectives

- The creation of 5 new murals in the downtown district during the Spring of 2020
- Widespread community awareness of and engagement in the project through associated events, interactive opportunities, and walking tours
- Executing related free arts programs in conjunction with the project to ensure accessibility and inclusion

Impact

- 5 new murals by professional mural artists
- 1 new mural by local veterans
- 1 new mural through at-risk youth camp
- 15 at-risk youth directly engaged
- 18 women veterans served in free related arts instruction programming
- 7 total related events hosted
- 3 weeks active art creation

**"I am a part
of this city
now."**

- Youth Mural
Camp participant



\$15k

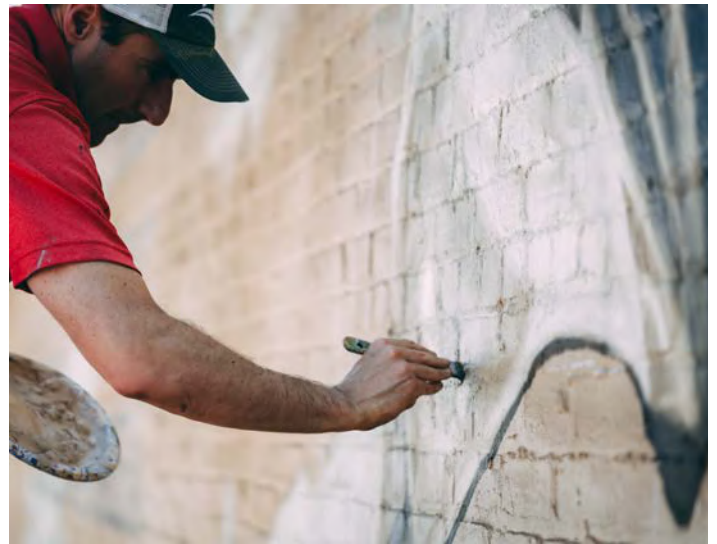
directly back to
local artists

405

registered attendees
at related events
*and one event was rained out

"There are all these artists on lifts – people are walking around trying to see what's going on, stopping in to talk about it- the whole downtown area is activated!"

- Lynda Timbers, Project Go



Engagement

35k

Post Reach
(Per week on Facebook)

12.5%

Instagram Engagement
Rate for top posts

6.7k

Engagements

300

website sessions per day through
project duration (3 weeks)

Press Features: Sac 365 Artist of the Month, Good Day Sacramento, FOX40, ABC 10, KCRA, Roseville Press Tribune, Style Magazine





Roseville MURAL PROJECT

Sponsorship Menu

Partner
\$15,000

- Speaking opportunity at the Panel Event
- Logo feature on mural dedication plaque of company's choice, mention of support in online map feature
- Mention of programmatic support in press related to Youth program activities
- Private 'Benefac-tour' customized for you at your company's convenience
- All benefits listed below

Friend
\$10,000

- Special mention in any press features
- Speaking opportunity at the Panel Event
- Logo placement on all poster and banner marketing, including lift banners
- Logo on walking tour map brochures for one year
- Limited permissions to use BLA official images from project in company's marketing campaigns
- All benefits listed below

Patron
\$5,000

- 10 tickets to the Mural Wrap Celebration + Tour
- Signage at Progress Tour and Mixer, and Mural Wrap Celebration
- Additional reserved table at the Community Panel Event
- Tabling opportunities at associated events
- All benefits listed below

Arts Advocate
\$2,500

- 6 tickets to the Mural Wrap Celebration + Tour
- Limited edition merchandise basket
- Special meet and greet with your favorite muralist
- All benefits listed below

Street Art
Supporter
\$1,000

- 4 tickets to the Mural Wrap Celebration + Tour or Progress Tour
- Reserved table for 8 with signage at the Panel Event
- Special social media shout out during the project on all platforms
- All benefits listed below

Art Enthusiast
\$500

- 2 tickets to the Mural Wrap Celebration + Tour
- 2 tickets to the Progress Tour + Mixer
- Logo on signage and program at Panel Event
- Logo placement on the Roseville Mural Project website

Collaborative
Community
\$250

- 2 tickets to the Progress Tour + Mixer
- Logo placement on the Roseville Mural Project website
- Logo on select signage
- Invitation to include a branded item or coupon in tour swag bags

Art for Good

Youth Mural Camps

With the support of Placer Community Foundation's Giving Circle, and Bank of America, Blue Line Arts will host a free spring break art camp, and a winter camp for at-risk youth.

During the camp, youth will complete a mural of their own with guidance from positive role models and a professional mural artist. The program's first iteration took place during the Spring 2019 Roseville Mural Project.

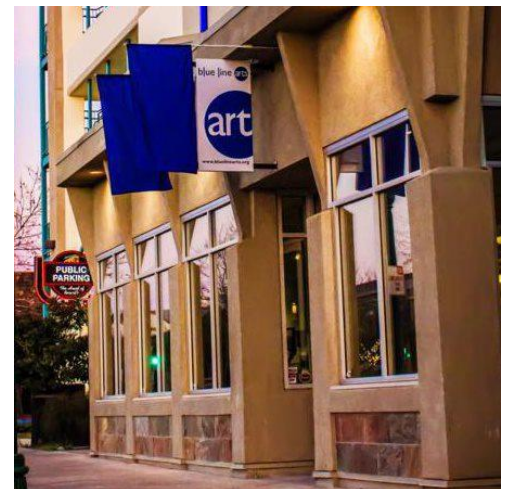


Blue Line Arts partners with the Boys and Girls Club and other local referral agencies to fill our camps with up to 15 teens each session, who, over the 5 day camp, learn every step of the mural creation process. Student input is implemented in the design creation process. This camp allows our area's most vulnerable youth, who often do not have access to fine arts opportunities at school.



Our organization has served Roseville for over 50 years, providing accessible arts education for all, presenting high caliber art exhibitions, bridging the arts, artists and business to fuel the creative economy, activating communities with art and creative fun! As a non-profit organization, Blue Line Arts is entirely funded by memberships, grants, sponsorships, fund-raising events and other donations.

In 2018-2019, Blue Line Arts has worked to bring back our city's 3rd Saturday Art Walk, which connects downtown businesses with artists to activate our walk-able downtown district with family-friendly art pop-ups that rotate monthly. Art Walk maps are distributed at the gallery, along with self-guided mural maps with suggested routes.



Timeline

Dec 30-Jan 6

Winter Youth Mural Camp

5 day Camp for at-risk youth to complete a mural, supported by Bank of America

May 17

Call to Artists Deadline

Free application to the RFP on website

June 1

Artists notified of acceptance

June 22-26

Summer Youth Mural Camp

5 day Camp for at-risk youth to complete a mural, supported by Placer Community Foundation Giving Circle

July 3

Artists begin murals

Anticipated 2-3 week window for completion of all works

July 16

Community Panel Event

Free, moderated panel discussion will feature the mural artists, key stakeholders, community members to address the project's impact and current issues surrounding public art.

July 21

Mural Tour & Mixer

In-progress guided tour of the murals, during a Downtown Tuesday Night event.

July 24

Mural Wrap Celebration

Ticketed event, the first day that the murals are completed

Past July 24

3rd Saturday Mural Tours per availability

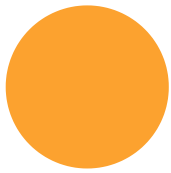
2020 Partners



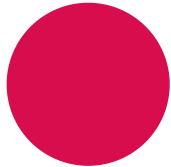
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Media Kit

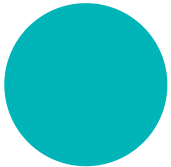
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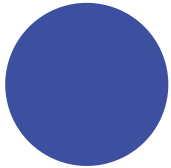
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Fonts

Great Vibes

Raleway



Hashtags

#RosevilleMuralProject

#BlueLineArts

#GoDowntownRoseville

#RosevilleCA

#VisitPlacer

Roseville
MURAL PROJECT

a public art initiative of



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