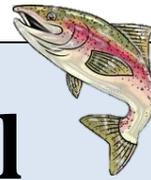


Trout Art Trail

Blue Ridge, Georgia



Announcing an exciting public art project celebrating the beauty of the trout fish presented in Blue Ridge, Georgia. Blue Ridge has officially been designated with two honors... the 'Trout Capital of Georgia' and one of the top Art Towns in the Nation. In highlighting what Blue Ridge does best, the Blue Ridge Mountains Arts Association and the Blue Ridge Mountain Chapter of Trout Unlimited have partnered to host a county-wide public art event. We call this incredible project **Trout Art Trail**.

The Trout Art Trail Project will offer a limited edition series of five-foot fiberglass trout sculptures presented as a county-wide event. We are inviting businesses, organizations, and individuals to join us as participants of the first ever North Georgia Trout Art Trail with the opportunity to sponsor their very own Trout Sculpture. Sponsored Trout Sculptures will be decorated, each as a unique piece of art. Together we can provide much needed exciting and interactive public art around this unique Art Town/Trout Capital of Georgia through the Trout Art Trail. We will be encouraging and assisting sponsors to partner with participating local artists in the decoration of their Trout Sculpture. Design ideas will be submitted and reviewed by a panel to ensure high caliber designs are presented to our sponsors.

From April through June 2017, the Trout Sculptures will be on display for the official Trout Art Trail. These one of a kind Trout Sculptures will be on display during one of the peak seasons in Blue Ridge for visitors. During the months of April through June, the Trout Art Trail will be a highlighted experience during the **Annual Blue Ridge Trout Fest** (official Trout Fishing Festival of Georgia hosted by Trout Unlimited) and the **41st Annual Spring Arts in the Park Festival** (North Georgia's premier fine arts festival hosted by the Blue Ridge Mountains Arts Association). Combined visitor attendance to these festivals garners over 20,000+ individuals, and not to mention the media and marketing coverage being provided in combination with these festivals for the Trout Art Trail.

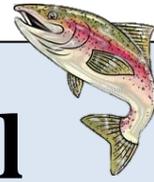
Proceeds raised by the Trout Art Trail and Trout Art Trail Auction will fund the Blue Ridge Mountains Arts Association and the Blue Ridge Mountain Trout Unlimited. The Blue Ridge Mountains Arts Association is a non-profit organization dedicated to providing opportunities in the realm of the arts for the personal growth of the individual and the economic growth of the community by enhancing the accessibility of the arts, honoring our rich heritage, and promotion of multi-cultural arts in our community. Trout Unlimited is also a non-profit organization dedicated to conserving, protecting, and restoring coldwater fisheries through educational and conservation activities.

To take advantage of this exciting opportunity, contact Lynn Brincks or Nichole Potzaufer at TroutArtTrailBR@gmail.com. With your support, we look forward to an event that brings creative public art and conservation awareness to the North Georgia area.

Blue Ridge Mountains Arts Association & Blue Ridge Mountain Trout Unlimited



Trout Art Trail



Blue Ridge, Georgia

Sponsor Commitment

Yes! I would like to become a sponsor of Trout Art Trail.

Sponsor Name _____

Email Address _____

Mailing Address _____

City, State, Zip _____

Contact Phone _____

I am pleased to support the Trout Art Trail as a:

Platinum Sponsor - \$10,000

Trout Species: _____

Gold Sponsor - \$7,500

Silver Sponsor - \$5,000

Bronze Sponsor - \$2,500

Map Sponsor - \$1,500

Memorial Participant - \$1,000

Please return your Sponsor Commitment form to:
BRMAA
c/o Trout Art Project
420 West Main Street, Blue Ridge, GA 30513

*please make all checks payable to BRMAA/ T.U.

Method of Payment Check Credit Card # _____ Exp _____

Signature _____ Date _____

Location Request for Your Sponsored Trout: _____

Choice of location request will be on a first come, first serve basis. City and County management will review all location requests before final approval can be granted.

Yes. I would like to select an artist from the Trout Art Trail design portfolio featuring approved, juried entries provided by a variety of artists. We strongly recommend this option.

No, I will provide my own artist.

Artist Name _____

Artist Contact info _____

Artists must submit a completed artists application prior to releasing the Trout Sculpture.

Catching a Sponsor

Our spring-long public art project in Blue Ridge, Georgia will be capped off by the Trout Art Trail Auction event in June to benefit the Blue Ridge Mountains Arts Association and Blue Ridge Mountain Trout Unlimited.

Your participation in the Trout Art Trail Project will...

-  **Increase in brand visibility and business interest during one of the peak seasons for visitors** (guaranteed over 20,000+ individuals)
-  **Enrich the lives of Blue Ridge and the North Georgia tristate region through the arts and conservation**
-  **Promote arts and culture through a vibrant and visible streetscape that links arts and business**
-  **Provide a showcase of regional artistic talent**
-  **Highlight environmental education and conservation**
-  **Garner media attention in the regional area**
-  **Give back to the community**

Most importantly, you will earn the goodwill of the community by providing and supporting not one, but two local non-profits, also also promoting local artists.

As a sponsor of the **Trout Art Trail**, you will be in good company. Communities like Chicago, Illinois, Sandy Springs, Georgia, and the tiny town of Brandon, Vermont, have staged similar, hugely successful projects. Find out more about these and other projects at www.Cowpainters.com.

For more info on this project, contact TroutArtTrailBR@gmail.com.

SIGN UP NOW!

Trout Sculpture (actual size: 66"H x 42" W)



Sponsorship Levels

You can support as an individual, a business, or as an organization. Sponsors and artists will be acknowledged on a plaque at the base of the sculpture. Sponsors must agree to place their trout sculptures in the auction. For an additional \$3,500 donation, sponsors can elect to keep their trout and remove it from auction bidding.

***Platinum - \$10,000 (limited availability)**

Option to select artist from design portfolio

Retain rights to the trout species selected *(First Come, First Serve basis or custom naming option available; must be approved by Project Panel)*

Receive (1) out of the (2) 5ft trout statues for sponsorship and the other will be placed in auction

Name on trout sculpture and walking maps

Name on all media; print advertising and collateral material listed as Official Sponsor

Name on Web site with optional link to sponsor Web site

Full-page black-and-white ad in auction catalog

Eight VIP tickets to the Trout Art Trail Auction, June 2017

***For an additional \$3,500 donation, sponsors can elect to keep their trout and remove it from auction bidding.

***Gold - \$7,500**

Option to select artist from design portfolio

Receive a 30" table-top artist designed replica of selected sponsored trout

Name on trout sculpture and walking maps

Name on all media; print advertising and collateral material

Name on Web site with optional link to sponsor Web site

Full page black-and-white ad in auction catalog

Six VIP tickets to the Trout Art Trail Auction, June 2017

***Silver - \$5,000**

Option to select artist from design portfolio

Name on trout sculpture and walking maps

Name on all media; print advertising and collateral material

Name on Web site with optional link to sponsor Web site

Half page black-and-white ad in auction catalog

Four VIP tickets to the Trout Art Trail Auction, June 2017

***Bronze - \$2,500**

Option to select artist from design portfolio

Name on trout sculpture and walking maps

Name on all media; print advertising and collateral material

Name on Web site with optional link to sponsor Web site

Quarter page black-and-white ad in auction catalog

Two VIP tickets to the Trout Art Trail Auction, June 2017

***Sponsors and artists will be acknowledged on a plaque at the base of the sculpture. Sponsors must agree to place their trout sculptures in the auction, unless they participate in the 'opt out' option for Platinum sponsors.**

Map Sponsor - \$1,500

Name on trout walking maps and website map links

Two VIP tickets to the Auction Gala

Memorial Participant - \$1,000

Receive one unpainted 30" trout statue for you to decorate. We can help find an artist if you need one too!

Trout Species

COMMON TROUT NAME	DESCRIPTION	AVAILABILITY
Apache	<p>Named the state fish of Arizona, its native range includes headwaters in the White Mountains -- the upper Salt River watershed and the upper Little Colorado River watershed. Body color is yellowish-gold at the top of the head and the back is a dark olive. Its yellowish fins are white tipped with dark, bold spots on the elongated dorsal fin and its tail fin. Spotting on the body is sparse and irregular and may extend below lateral line, giving way to a cream-colored underbelly.</p>	
Brook	<p>Native to the Appalachian Mountains of North America. Natural range diminished considerably, but the species is heavily distributed across the Rocky Mountains and inner-mountain West. Dark-olive to black back with worm-like pattern from top to upper flanks where blue, red and yellow spots are often surrounded with a colored "halo." Pink fins typically tipped in black and white against a white underbelly.</p>	<p><i>CURRENTLY RESERVED FOR PLATINUM SPONSOR</i></p>
Brown	<p>Indigenous to Europe and the British Isles, but wild populations found in many northern hemisphere countries and Chile/Argentina. Heavily distributed in North America. Dark olive-brown on back, fading to buttery yellow and gold sides and white underbelly. Variable black- and red spots, surrounded by a "halo" and sometimes arranged in chain-like patterns.</p>	
Bull	<p>Part of the Char "red blood" family; found in higher Western elevations</p>	

Cut Throat	Native to the Rocky Mountains of North America. Several subspecies across its natural range, with few relocation sites beyond the inner-mountain West. Subspecies of the rainbow trout that is often seen as a separate fish. Stunning yellow to gold in body color, with bright red gill plates and lateral line patched with dark par marks. Tail marked heavily with black spots.	
Dolly Varden	Smaller sized trout; often found in streams of Alaska	
Gila	Endangered species. Native to tributaries of the Gila River in Arizona and New Mexico, persisting in five streams within the Gila National Forest, the Gila Wilderness Area, and the Aldo Leopold Wilderness Area. Gila trout have a yellow body, with black spots and are characterized by numerous small dark spots on the upper half of the body, giving way to a cream-colored underbelly.	
Golden	Subspecies of the rainbow trout that is often seen as a separate fish. Stunning yellow to gold in body color, with bright red gill plates and lateral line patched with dark par marks. Tail marked heavily with black spots. Small native range, specific to the headwaters of the Kern River in the southern Sierra-Nevada Mountains of California. Some relocation/distribution to high-elevation lakes of California and the inner-mountain West.	
Lake	Largest of the trout species. Sharply forked tail. Dark brown-to black in body color, with white underbelly. Heavily covered with small light-colored spots ranging down its flanks to a white underbelly. Lower fins tipped in white. Popular sport fish. Widely distributed from northern Canada and Alaska (missing in southern prairie provinces) south to New England and Great Lakes basin. Some relocation/distribution through inner-mountain West.	

Rainbow	Most common trout species, characterized by its rose- to red-colored cheek and lateral line. Dark-green, heavily spotted back, flanks and head; white belly and pink lower fins often tipped in white. Native to the west coast of North America, but wild populations found worldwide. Several subspecies. Heavily distributed worldwide.	
Speckled	Popular saltwater trout; commonly found in Florida and the Gulf of Mexico	
Steelhead	A “sea-run” rainbow trout that appears silvery in color with black spots when it first leaves the sea before regains much of the coloration of its land-locked brethren. Lives much of its life in the ocean and spawns in the same stream/river where its life began. Ranges into the coastal rivers and streams across the northern Pacific Ocean, from California to the rivers of coastal Siberia (Russia). Introduced around 1885 to the Great Lakes, where it is an established species that relies on hatchery operations to reproduce.	
Tiger	A hybrid species, created by fertilizing eggs from a female brown trout with the milt from a male brook trout. Hatchery programs produce most incidences of the fish that is rarely conceived naturally. Tiger-like stripes cover most of the body, which is commonly colored from a chocolate golden-brown to green, with yellowish vermiculation, giving way to a cream-colored underbelly.	

*Custom Trout naming options are available (i.e. SweetWater Trout or a Dead Head Trout)