

Pear-Scape



Public Art Sculpture Trail in Pearland



Pearland

Convention & Visitors Bureau

VisitPearland.com

Sponsorship Opportunities

Pear-Scape

A public art sculpture trail in Pearland

Envisioned by the Pearland Convention & Visitors Bureau, the Pear-Scape Trail will feature artistic 4' size fiberglass "pears" painted by local artists positioned throughout the City.



The mission is to promote tourist related activity within Pearland in developing a public Pear Art Sculpture Trail as a cultural tourism attraction. In doing so, we build a sense of community, create our "Pear" uniqueness, cultivate relationships, enhance our artists community and beautify Pearland.

Once in place, the Pear-Scape Trail will be an attraction for visitors and residents alike. The initial roll out offers 20 opportunities for sponsors and local partners to collaborate and fulfill the mission.

Gold Level Sponsorship - \$4,000

This level offers sole sponsorship listing on one pear sculpture. (Confirmed sponsorship consists of a signed and submitted sponsor letter of agreement.)

Sponsor benefits include:

- Sponsor's name listed on plaque located at base of the pear; as it is displayed in a pre-selected public location and clustered with other pears.
- Receipt for 501-(c)(3) donation to Pearland Alliance for Arts and Culture (PAA&C)
- Priority selection of pear design from a pool of pre-approved artists, based on a first-come, first-serve sponsorship basis.
- Priority selection from pre-determined pear locations, on a first-come, first-serve sponsorship basis. (Sponsor may submit to Pear-Scape committee a request for an alternate location, which shall be based on a tourism and hospitality criteria.)
- Sponsor may submit suggested name for selected pear design, for display on plaque located at base of pear.
- Recognition in news releases and social media shares associated with promotion of the Pear-Scape.
- Sponsor logo and 75- word description (marketing slogan or statement) in premier position on Visitpearland.com pear art sculpture trail landing page and acknowledgement on PAA&C website.

Green Level - Co-Sponsorship - \$2,000

This level of co-sponsorship offers a shared partnership of up to two sponsors being listed on one pear sculpture. (Confirmed sponsorship consists of a signed and submitted sponsor letter of agreement.)

Co-sponsor benefits include:

- Co-sponsor's name listed on plaque located at base of the pear; as it is displayed in a pre-selected public location and clustered with other pears.
- Receipt for 501-(c)(3) donation to Pearland Alliance for Arts and Culture (PAA&C)
- Ability to select a pear design from a pool of pre-approved artists, upon completion of gold sponsors.
- Sponsor name and 15- word description (marketing slogan or statement) in premier position on Visitpearland.com pear art sculpture trail landing page and acknowledgement on PAA&C website.
- Mentioned in news releases and social media shares associated with promotion of the Pear-Scape.

Project notes:

- Pears sculptures will contain no logos, company/organization names, or marketing/mission statements.
- Sponsor may not contact artist directly.
- Pears cannot be moved from pre-determined locations. Committee may relocate Pears at its sole discretion.
- Milestone dates exist for design selection and locations.
- Co-sponsors will be paired by Pear-Scape committee.
- Pears remain the property of the Pearland CVB throughout their lifetime. The Sponsorship should not be construed as a Bill of Sale.



Pear-Scape Pear Locations:

20 Pears total to be placed at...

- Independence Park, 3919 Liberty Drive
- Southdown Park, 2150 Smith Ranch Road
- Zychlinski Park, 2243 Grand Blvd.
- Shadow Creek Ranch Nature Trail, 1801 Kingsley
- City Hall Gazebo - A Community Pear

(Locations may be subject to change)

Gold Level Sponsors will have the ability to choose top 2 preferred locations, based on a first-come, first-serve basis upon a signed sponsor agreement.

Pear-scape Pear Themes

- Abstract • Artistic • Community • Culinary
- Historical • Landscape • Nature

(These themes are suggested ideas for artists)

If you are interested in becoming a sponsor,
please complete the online form at
visitpearland.com/pearscape or contact:

Kim Sinistore – Executive Director
Pearland Convention & Visitors Bureau
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