

Iron Pour/Fierce: Women in Iron | 2019 Sponsorship Proposal

Introduction

As part of ArtsPartners' Citywide Celebration of Women in the Arts, Black Dog Metal Arts LLC is holding the first Public Iron Pour run by Female Identified Artists in Peoria, IL history. Black Dog Metal Arts LLC has partnered with the Peoria Art Guild to hold this historic event on Saturday, November 2, 2019.

In addition to the iron pour, Jam Lovell and Kristen Tordella Williams of Millsaps College in Jackson, MS are curating an international exhibition called *Fierce: Women in Iron*, which will be held at the Prairie Center of the Arts. This exhibition will be on display for the entire month of November, and the reception will take place on Friday, November 1, 2019.

This exhibition showcases female-identified contemporary artists from around the world who work in iron, a historically industrial and tough material. A dedicated community of artists cast iron outside of commercial or fine art foundries; these individuals tap into a 5,000 year old ritual. Since the 60s, the iron community has included women and men working together to build furnaces, break iron and coke (unrefined coal), make molds, and perform the dirty, physical labor to craft the sculptures and artworks out of iron, our beloved shared medium.

The iron community is a tight knit family of individuals who support and educate each other in spaces where everyone is welcome as long as they work hard and contribute. The cast iron community embodies the optimism we need to unify and grow. The American studio cast iron movement began in the 60s, and women have been involved since the beginning either mentoring men or vice versa. There is a beautiful fluidity of learning through making in iron and the iron community is a shining example of how we all can thrive together outside of a male-dominated culture. One hundred years ago, women would never have been able to participate in an iron pour.

Fierce: Women in Iron focuses on female identified artists working with iron to celebrate our transition over the past one hundred years from objectification, to taking control of our likenesses, to now being experts of our craft from top to bottom.

Who are we?

Black Dog Metal Arts, LLC is a woman owned Art Foundry in Peoria, IL. We are a recent addition to the thriving art landscape in the heart of Illinois. Black Dog Metal Arts' mission is to further the understanding of and appreciation for sculpture and 3-dimensional artwork by provide artistic metal casting and metal fabrication opportunities to beginners and professionals.

One of our goals is to provide educational experiences to the community by offering classes on mold making, casting, blacksmithing, and metal fabrication. We will teach lessons to specific groups like youth sculpture workshops as well as our women in welding workshop meant to empower women and destigmatize the industry. We strive to offer a comfortable and safe environment for everyone to feel welcome and included in the metal art world.

In addition, we offer our services to assist artists with their personal artwork. Our services will include custom mold making in a wide range of materials, metal casting in bronze, iron, and aluminum, metal fabrication, metal finishing, blacksmithing, pattern making, clay modeling, wood carving, and repair/restoration work. As experts in our field, we are able to help artists in Central Illinois reach their goals in sculpture.

Why Sponsor the very First Iron Pour run by Female Identified Artists?

In our steadily growing art community in Central Illinois, more people are turning to art for healing, self expression, understanding, and building relationships. Sculpture encourages a voice in artists that asks them to use their entire body to create, while they are forced to think about our space within the world and among others. Iron casting stimulates lasting relationships as it brings people together from around the world to achieve a common goal and support one another. The process requires a team of people who must trust each other to safely and successfully cast each others artwork.

By sponsoring this event, you are encouraging economic growth in Peoria through the arts, helping bring women from around the world to our community, and helping to make history happen. With this event, we seek to change the widely held perception that creating art is an exclusive field rather than an accessible outlet for everyone. Such an event requires financial support of the community, local organizations, and businesses.

When we, as teachers, provide a platform for people to create art in different mediums, they are given the ability to construct incredible stories. This generates the connective circuit for a thriving community, and creates family out of friends and neighbors. These connections within our community will be the backbone for genuine progress, change, and development in Central Illinois for many years to come.

Our sponsors' logos will be prominently displayed throughout the event and at all outreach events as well as on all printed advertising materials, with design space and size allocation based upon total value of a sponsor's contribution to the budget. Our organization's first priority is to cover the costs associated with holding a large scale iron pour (permits, equipment rentals, insurance, advertising, etc.), but it is also our fervent wish to be able to raise enough money to offer sufficient safety gear for all participants and for participants in all community iron pours for many years to come. In order to offset the costs of running a project, particularly material costs, we need support from our community. We can support these goals confidently with your sponsorship!

As a sponsor you will have a distinguished opportunity to reap valuable returns on the marketing dollars you invest. As November 2nd draws closer, we will be reaching out into the greater Peoria community more often and through many different avenues, which will also expose our supporters to a wide cross-section of the Peoria area, adding value to your investment. Many of the events at which we will represent this iron pour provide a great way to interact with prospective clients or existing customers who also happen to be interested in and supportive of the arts, thereby providing a creative way to differentiate your company or organization from others in your market.

Here are just a few examples of our upcoming appearances:

- Big Picture Peoria, October 2019, Peoria, IL
- Arts Week, Illinois Central College, East Peoria, IL
- National Conference on Contemporary Cast Iron Art and Practices, Sloss, Birmingham, AL
- Foundry Invitational and River Exhibition, Metal Museum, Memphis, TN

Sponsorship levels

All commitments are 'Per event' and considered active until the last date of the exhibition (November 30, 2019).
Sponsorship amounts listed below represent minimum commitments for November 2019.
Donations of products/services at equal value to desired sponsorship level are accepted.

Platinum Level Sponsor | \$2,500

- +Sponsor logo will be displayed in prominent location on the Black Dog Metal Arts LLC homepage
- +Commemorative iron plaque cast during Iron Pour at the Art Guild on November 2, 2019
- +Opportunity to have product display area at Iron Pour at the Art Guild on November 2, 2019
- +Logo Recognition on all Iron Pour and Exhibition promotional media
- +Link to Sponsor's website from Black Dog Metal Arts LLC website and facebook page

Gold Level Sponsor | \$1,000

- +Logo displayed in secondary position on the Black Dog Metal Arts LLC homepage
- +Sponsor's logo to be displayed in the Black Dog Metal Arts LLC merch tent at events
- +Logo Recognition on all Black Dog Metal Arts LLC promotional media
- +Link to sponsor's website from Black Dog Metal Arts LLC website and facebook page

Silver Level Sponsor | \$500

- +Logo displayed in tertiary position on the Black Dog Metal Arts LLC homepage
- +Logo Recognition on all Black Dog Metal Arts LLC promotional media
- +Link to Sponsor's website from Black Dog Metal Arts LLC website and facebook page

Bronze Level Sponsor | \$250

- +Logo Recognition on all Black Dog Metal Arts LLC promotional media
- +Link to sponsor's website from Black Dog Metal Arts LLC website and facebook page

To confirm a sponsorship package please contact Jam Lovell by phone at 309-369-8616, PayPal, or email at blackdogmetalarts@gmail.com. Checks should be made payable to "Black Dog Metal Arts LLC" and mailed to Black Dog Metal Arts LLC at P.O. Box 8136 East Peoria, IL 61611-8136.

Should you have any questions, or need any additional information, please contact Jam.