

# GUSTY GOALS™

## *Promoting community and commerce ...*

A great way to promote your business, help our community, and celebrate the centennial: **GUSTY GOALS™** !

The cartoon character, GUSTY®, comes off of the canvas and become a 6' tall, 3 dimensional, full of life sized artform that local artist will paint in a festive, historical, or cultural motif.

GUSTY GOALS™ sponsors select their level of participation: Gold, Silver, or Bronze.

Depending on the level of participation, each sponsor receives: advertisement rights or ownership of a custom painted 6' GUSTY® figure, media exposure and promotion, website recognition and linkage, and custom GUSTY® gifts. *You will have a historic landmark for more community recognition and business opportunities.*

You select an artist from our collection of approved artists and designs or provide your own artist to paint the GUSTY® figure. For continuity, all artists and designs must meet GUSTY GOALS™ parade design and artist guidelines. To have a greater impact and distinction in the community, you can request a custom logo, add features, or add a specific design theme for your GUSTY® artform.

You select a participating non-profit or school organization to receive funding from the GUSTY GOALS™ project. Some participating organizations are: American Lung Association, Kids for Christ USA, National Indian Monument and Institute, Owasso Community Helps, Salvation Army, and Special Olympics Oklahoma. *What a great opportunity to sound your horn - for you, your favorite group, the arts, and your community all in time for the centennial.*

The GUSTY GOALS™ fundraising project is hosted by The 3 ARS Institute, a 501(c)(3) non-profit organization. Their mission is to assist non-profit organizations to raise support and community awareness. The purpose of the GUSTY GOALS™ fundraiser is to create a win – win scenario for businesses, non-profit organizations, and artists. People enjoy seeing street art figures and GUSTY® is a well-known, loveable cartoon character who is already in the hearts and minds of millions. GUSTY® is a great icon for this project.

GUSTY GOALS™ continues through the 2007 Oklahoma Centennial. Bartlesville proclaims GUSTY® as their “**Official Weather Cartoon of the Century**”, Muskogee declares “**September 18<sup>th</sup> as GUSTY® Day**”, Tulsa proclaims “**GUSTY®, Tulsa’s Official Centennial Cartoon**”, and as of April 6, 2005 GUSTY® is **Oklahoma’s official state cartoon!**

For more information, contact us by phone: (918) 294-3277, e-mail: [gustybusiness@the3arsinstitute.org](mailto:gustybusiness@the3arsinstitute.org), or log onto the GUSTY GOALS™ website: [www.GUSTYGOALS.us](http://www.GUSTYGOALS.us). Join us; let’s celebrate Oklahoma’s 100 years of history and make a positive impact for our communities - all with good down home fun.

***Go for the goal...GUSTY GOALS™!***

  
\_\_\_\_\_  
Don Woods

Originator of GUSTY®

# GUSTY GOALS™

## SPONSORSHIP OPPORTUNITIES

### Gold: \$12,000

- Prominent recognition in all printed and media material
- Prominent recognition and placement on GUSTY GOALS™ website: <http://www.gustygoals.us>
- Page and/or Link from GUSTY GOALS™ website to your business website
- Miniature replica of GUSTY® figure
- Gold tone GUSTY GOALS™ medallion
- Custom GUSTY® signed artwork
- Commemorative lapel pin (4)
- Minimum of 3 festivals promotional exposure
- Minimum of 2 trivia/ game promotions
- Ownership of one 6' GUSTY® figure painted by artist of choice following the guidelines established by GUSTY GOALS™ art committee.

### Silver: \$6,000

- Recognition in all printed materials
- Prominent placement on GUSTY GOALS™ website: <http://www.gustygoals.us>
- Page and/or Link from GUSTY GOALS™ to your business website
- Miniature GUSTY® figure painted in original GUSTY colors
- Silver tone GUSTY GOALS™ medallion
- Commemorative lapel pin (2)
- Minimum of 2 trivia/ game promotions
- Ownership of one 6' GUSTY® figure painted by artist of choice following the guidelines established by GUSTY GOALS™ art committee.

### Bronze: \$3,500

- Listing in all printed materials
- Placement on GUSTY GOALS™ website: <http://www.gustygoals.us>
- Page and/or Link from GUSTY GOALS™ to your business website
- Bronze tone GUSTY GOALS™ medallion
- Commemorative lapel pin
- One year advertisement rights with one 6' GUSTY® figure painted by artist of choice following the guidelines established by GUSTY GOALS™ art committee.

GUSTY GOALS™ Sponsorship Opportunities

The 3 ARS Institute \*PO Box 471813 \* Tulsa, OK 74147-1813 \* phone: (918) 294-3277 \* email: [gustybusiness@the3arsinstitute.org](mailto:gustybusiness@the3arsinstitute.org)  
<http://www.the3arsinstitute.org> ©COPYRIGHT 2004 <http://www.gustygoals.us>

# GUSTY GOALS™

## Sponsor Pledge and Information:

Name or Company: \_\_\_\_\_

Address: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact e-mail: \_\_\_\_\_

Contact phone/FAX: \_\_\_\_\_

Support Organization: \_\_\_\_\_

Artist/Design Choice: \_\_\_\_\_

Placement of GUSTY: \_\_\_\_\_

## Level of Sponsorship

ف Level 1: Gold \$12,000 Quantity \_\_\_\_\_ Pledge amount \_\_\_\_\_

ف Level 2: Silver \$ 6,000 Quantity \_\_\_\_\_ Pledge amount \_\_\_\_\_

ف Level 3: Bronze \$ 3,500 Quantity \_\_\_\_\_ Pledge amount \_\_\_\_\_

Total quantity of GUSTY® figure(s): \_\_\_\_\_ Total Pledge amount \_\_\_\_\_

Pledges will be processed immediately and invoices are due upon receipt.

Fair Market Value for the GUSTY® artform is \$1200. Artist honorarium is \$1000.

The 3 ARS Institute retains the rights and derivative rights to the GUSTY® figure artwork during and after the *GUSTY GOALS™* fundraising project. Sponsors agree to comply with *GUSTY GOALS™* project guidelines.

Please sign for your commitment and agreement to the above statements. Thank you for your pledge of support for *GUSTY GOALS™*. Together we will make a difference in our community.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
date

\_\_\_\_\_  
Print name

\_\_\_\_\_  
title

# GUSTY GOALS™

## Sponsorship Information and Guidelines Agreement:

### Displaying the GUSTY® figure:

When selecting a place to display, please follow city code regulations for displaying artwork and take in consideration safe driving visibility, especially near intersections.

- Sponsors may choose to display the GUSTY® figure on their own property or request it to be placed in and around the sponsor's respective city of choice.
- Sponsors agree to display the GUSTY® figure for the full duration of the parade for the public to view.
- Sponsors agree to notify The 3 ARS Institute of any change in location of the GUSTY® figure for the full duration of the parade.
- Sponsors agree to allow the GUSTY® figure to be moved and replaced by the *GUSTY GOALS™* team for special events, i.e. the State Fair and select festivals.

### Souvenirs:

- Sponsors agree not to sell any replica images or figurines of their GUSTY® figure without written agreement or written permission.

### Advertisement:

- For the duration of the *GUSTY GOALS™* fundraising parade project, Sponsors may use their GUSTY® figure in their advertisement or business literature with proper notations as follows:
  - Reference the fundraiser as: “*GUSTY GOALS™*, a project of The 3 ARS Institute”
  - Proper URL address: [www.GUSTYGOALS.us](http://www.GUSTYGOALS.us)
- At the conclusion of the *GUSTY GOALS™* fundraising parade project, Sponsors who own their GUSTY® figure may continue to use their GUSTY® figure in their advertisement and business literature with or without the above notations.

### Auction:

- The Bronze Sponsorship level has the first option to purchase their GUSTY® figure for \$2000. If the offer is declined, the GUSTY® figure will be sold at the end of their one year advertisement right.
- Gold and Silver Sponsorship level owners may participate in the concluding auction and donate their GUSTY® figure's proceeds to an organization of their choice less processing and auction fees.