



rev•el•ree

**DOWNTOWN
MURAL PROJECT**

SPONSORSHIP REQUEST

MURAL PROJECT



Vibrant communities invest in street art.

Murals in downtown spaces and neighbourhoods change the way that people feel about a specific building or block right away, and inspire new uses of neglected urban areas like walkways, parking lots, and squares.

In theatre, set design provides a backdrop that is calculated to help actors connect with the audience; similarly, street art is set design for everyday life, encouraging residents and visitors to engage meaningfully with the built environment. When coordinating a mural project, the goal should be to add depth and beauty with each new work, and to consider the full potential for economic development. This is the opportunity available right now for Sarnia with the new Revelree Mural Project!

MURAL PROJECT



Beginning in spring 2025 and extending through fall 2027, our goal is to attract some of the best mural artists in North America to paint in downtown Sarnia. Three things are essential for a mural project to be successful:

1

Property owners need to make walls available, and we have already started to secure a series of excellent walls in the community;

2

There must be a curator who is able to engage local and touring artists and design the overall project for maximum impact – for this, we have retained Andrew Gunn and Maddie King of Andrew Gunn Consulting, who have coordinated the installation of well over \$500,000 in murals over the past few years in southern Ontario, mainly in the London and St. Thomas area;

3

Significant funding from the private and public sectors must be arranged to make sure that the artists are paid well to paint murals that elevate the visibility and profile of the community.



MURAL PROJECT

We are asking your company to consider a sponsorship of \$5,000 - \$25,000 to support this transformative project for Sarnia!

This is an opportunity to draw artists of diverse backgrounds to the community, and through the murals, make the downtown a beautiful and welcoming place for all residents and visitors. Building a vibrant and lively city centre is important for our community, especially if we want to draw talented people (and their families) to live and work in the area. Murals in downtown spaces also unlock new opportunities in tourism, from consistent, self-guided visits to more active engagement like art tours by foot, bike, or electric scooter.

What are the costs involved in the production of a mural? Artist design fees, travel and accommodation, and paint and materials for starters. Often there is the need for scaffolding or a lift, and depending on the wall, this can be as simple as a scissor lift or as complicated as an aerial boom lift or even a suspended platform. There may be costs involved in the preparation and finishing of the wall. Sometimes the process is simple, other times complicated – in either case, good planning is important. For Sarnia, our aim is to place the right artists with the right walls, and make sure that the final result is distinctive to the community. Great murals should generate conversation at street level and stir interest through social media.





MURAL PROJECT

The background of the slide is a large mural. On the right side, there is a detailed illustration of a steam locomotive with the number '5700' on its front. Above the locomotive, the words 'ST THOMAS' and 'TO TRAINS' are visible. To the left of the locomotive, there is a profile of a man in a hat, and below that, a man in a suit and hat is shown in profile, looking towards the right. The mural is painted on a wall that appears to be part of a building.

Supporters of the Revelree Mural Project will be acknowledged through lasting signage and fun social media content, and beyond this, we will provide opportunities to meet the artists and check out the murals in development. The best part? From the warmth of summer to the bleakness of winter, there will be bright, stunning works of art to enjoy in downtown Sarnia!

If you are interested in having your company be a part of this community initiative, please let me know and I will setup a time to discuss the details with you.

We very much appreciate your time and support of this great project!

Best,

Andrew Gunn
President
Andrew Gunn Consulting, Inc.

Scott Palko
President & CEO
Revelree Entertainment, Inc.

