



Washington State Main Street Community

*Parade of Ponies*  
*Sponsor Information*



*Create a vibrant and prosperous downtown!*

Historic Downtown Prosser's Parade of Ponies will transform our town into a location filled with artist-decorated ponies. We are looking forward to adding art in the community in this unique way. Our goal is to have 8-12 artistically painted ponies in permanent locations throughout the downtown core.

We are currently seeking sponsors and artists to participate in the pony art and installation. This is a unique opportunity for artists and individuals to use their talents for the benefit of the community. Each pony will be designed by the sponsor and artist together. You may already have an idea of the design/theme you like or we will be happy to provide assistance. Full sponsorship is \$1,850. This includes the pony and freight, paint supplies, seal coat, artist stipend, and permanent mounting/installation materials; as well as a personalized plaque that lists the sponsor and artist information.

Please remember that this is a public display and all proposals must be appropriate for all audiences. We need to make certain that the designs will be appropriate for public display and so will have final approval over designs. The design will not allow any direct advertising of a company, product, libel, or social disrespect.

We hope to have your participation in this unique and exciting project. With your support we are able to celebrate and pay tribute to one of Prosser's iconic pieces of history.

Sincerely,

Jesalyn C. Cole  
Executive Director

Additional information may be obtained by calling the HDPA office at: 509-786-2399



# Historic Downtown Prosser's Parade of Ponies

## SPONSORS ROUND-UP



### *Yes! I Want to Turn a Pony into a Champion!*

You can support Prosser's Parade of Ponies as an individual,  
a business, or an organization.

Name of Sponsor: \_\_\_\_\_  
(as it should appear on promotional materials)

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

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

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

City, State, ZIP: \_\_\_\_\_

Sponsor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_



### ***Best of Show - \$1,850***

*\*Sponsor and artist are paired and cooperatively develop the final theme/design  
for submission and approval by the Historic Downtown Prosser Association's  
Art Committee members*

*\*Name on pony plaque*

*\*Name on all print advertising, walking map, and collateral material*

*\*Name on Pony Page on HDPa website*

*\*Two complimentary tickets to the Mane Event*



### ***Pony Partner - \$50 and up***

*\*Name on all print advertising, walking map, and collateral material*

*\*Name on Pony Page on HDPa website*

Please return your Sponsor Commitment to:  
**HDPa**, 1230 Bennett Avenue, Prosser, WA 99350  
Call (509) 786-2399 for further information.

## Calling all sponsors!

Painting ponies—it's what **Prosser's Parade of Ponies** is all about. Be one of the sponsors to fund the decorating, painting, and otherwise adorning of one of the fiberglass ponies that will grace our historic downtown.

## Leave your brand!

As a Parade of Ponies sponsor, you provide the funding that lets the ponies jump to life. Different levels of commitment are available; with special privileges and the gratitude of a newly decorated pony! Our public art installment in Historic Downtown Prosser, kicked off by the Mane Event, offers you a wonderful way to:

- Increase community participation and spirit
- Promote art and culture through a vibrant, visual theme that links the streetscape with business and historic significance
- Provide a showcase for local talent
- Increase pedestrian and retail traffic throughout downtown
- Garner media attention throughout Prosser and beyond
- Give back to your local community

Most importantly, you'll earn the goodwill of people in your community.

But don't just take our word for it. Communities as diverse as tiny Brandon, Vermont, to cosmopolitan Zurich, Switzerland, have staged similar, hugely successful exhibits. Find out more about these and other projects at [www.cowpainters.com](http://www.cowpainters.com).

## Throw your hat in the arena today!

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