

# YS Art Cans Project

## Phase 2

### Concept



Beth Holyoke and Käthi Seidl are proposing to upcycle the former aggregate trash cans to replace the rusted out green & yellow metal cans that were recently removed from downtown. These Art Cans will enhance YS sidewalks in a creative and at the same time useful way. By clearly labeling and locating them strategically, the new sets (trash + recycling) of Art Cans will make it easier for people to separate recycling and landfill waste and, therefore, improve waste management downtown.

### Sponsorship Context

From October through December 2014, four sets of Art Cans (3 sets of mosaic trash and recycling cans and 1 extra recycling can to pair with the 'critter can' that has been sitting in front of Current Cuisine) were completed. Phase 1 was funded by the Village, and the new cans have been placed on the sidewalks of Xenia Avenue. The goal for Phase 2 is to complete eleven additional sets, with each set costing \$1500 (\$750 per can). This would mean a total of 30 Art Cans, which would adequately cover the needed number of waste and recycling receptacles for downtown (Xenia Avenue as well as Dayton Street). The plan is to continue using the old concrete trash cans that were taken out of commission a few years ago.



### Sponsorship Opportunities



The amount needed to complete the additional eleven sets is \$16,500. We are hoping to secure half of the funding through business, organizational or individual sponsorships and the other half from a grant. As noted above, the Village has already invested \$4,025 to complete Phase 1. Sponsors will be recognized by a plaque on the cans or on one art can that will be dedicated to public art in Yellow Springs.

#### OPPORTUNITY

Art Can Set (mosaic + recycling)  
Mosaic or Recycling Art Can  
Collaborative Art Can Sponsor

#### SPONSORSHIP

\$1500  
\$750  
\$100 to \$500

#### DETAILS

Logos/Images on both cans + prominent on website.  
Logo/Image on can + featured on website.  
Name on tile (varying sizes) + mentioned on website.

### Project Timeline

Sponsorship Confirmations Open:	January 30, 2015
Sponsorship Confirmations Close:	February 28, 2015
Work Begins on Phase 2:	April 1, 2015
Sets Completed (First Come Basis):	Estimate 1 Month / Set

*If Fully Funded with Grant, Phase 2 estimated to be completed Spring 2016.*

### Implications

The Art Cans have already gotten significant press via the Dayton City Paper and other channels and will continue to be actively promoted via the Chamber and marketing collateral (e.g. YS Art Can Map, website with sponsor links) to attract visitors to Yellow Springs. Sponsoring an Art Can will point people to your business or organization and highlight your support of our creative community.



### Contact

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