



Madison Arts Commission
P.O. Box 2985

Madison WI 53701-2985

Phone: (608) 261-9134

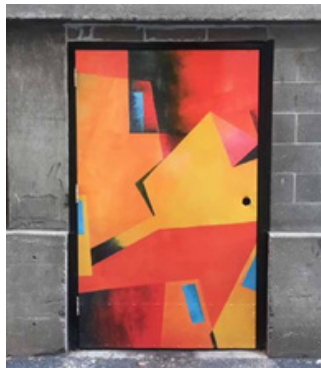
www.cityofmadison.com/mac



Madison's Central
Business Improvement District
122 W Washington Ave #250
Madison, WI 53703
visitdowntownmadison.com

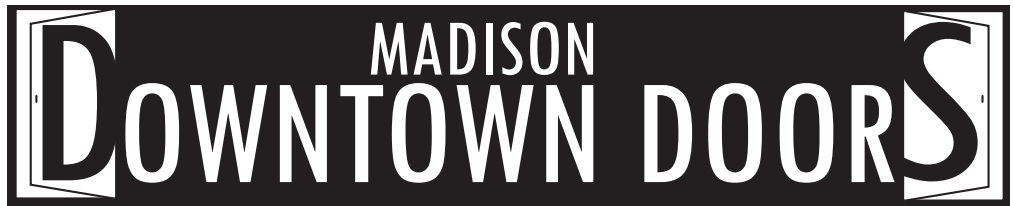
Door Example

Before & After



Louisville Partnership Alley Gallery

Madison Arts Commission
(MAC's) mission is to foster arts appreciation by initiating partnerships, developing new audiences, and sponsoring diverse artistic activities by emerging and established artists and arts organizations while preserving Madison's rich artistic tradition.



BLINK 2019 - Transforming State Street's Hidden Doors

Downtown Doors is a partnership between the Madison Arts Commission and Madison's Central Business Improvement District to bring an outdoor gallery to State Street and Downtown Madison. Its purpose to re-imagine hidden and secondary doors along State Street and in the Downtown Core area by applying a vinyl decal with art from local artists. There are more than 20 doors along State Street and in Downtown Madison that could qualify for this inaugural project.

Call for Sponsors

Would you like to have your Downtown door included in this program?

REGISTER BY MARCH 31 TO BE A PARTICIPATING SPONSOR

Downtown Door Grand Unveiling on May 1, 2019

To be included, and have your door wrapped with local art, you must sponsor at least one door. Sponsorship is \$250 per door, or \$500 if you wish to choose the art among the approved art images as selected by the Madison Arts Commission and Downtown Coordinating Committee.

Each door will cost approximately \$1200. The remaining costs will be funded through the City of Madison BLINK Art Grant program. These costs include a \$400 license fee for each artist, door preparation, as well as the printing and installation of a vinyl wrap on the door.

Art Selection Process

A selection committee of the Madison Arts Commission and Downtown Coordinating Committee will review artists applications and will invite top scoring artists to provide high resolution images. Selected artists will be included in a Catalog of works to be matched with Sponsored Doors.

Promotional Opportunities

Once submitted and accepted for inclusion in the program, images of your door may be used in promotion of the Downtown Doors Program, including but not limited to interactive maps on the MAC and/or MCBID Website, and/or promotional poster/postcard to direct residents, visitors and tourists to the Downtown Doors. The grand Opening will occur on May 1, 2019 and highlighted during the first Madison Night Market.

How to Sponsor

All sponsorship materials should be coordinated through Tiffany Kenney at Madison's Central Business Improvement District. Please fill out the attached application and sponsorship form.



Downtown Doors Sponsor Contract, Page 1 of 3

THIS SPONSOR AGREEMENT ("Agreement") is entered into this day of _____, 2019

("Effective Date") by and between Madison’s Central Business Improvement (MCBID) and

_____ (Property Proprietor “Sponsor”) of

_____. (address)

1. MCBID is the administrator of the Downtown Doors Project, on behalf of and with authorization by The City of Madison, pursuant to which property owners and operators, accepted by MCBID in its discretion for Project participation, can select artistic Work(s) for installation and display on secondary, hidden, back-of-building and other doors as deemed appropriate on State Street and other adjacent downtown areas in Madison, Wisconsin (collectively, "Project"). Sponsor owns certain real property in Madison, Wisconsin, and desires to participate in Project. "Work" means an artistic expression that MCBID and the City of Madison have acquired the rights to use in connection with Project.
2. As used in this Agreement, "Door" means a single or double secondary or back-of-building metal and or otherwise undecorated door(s) measuring approximately eighty four (84) inches high and thirty six (36) inches wide for a single or eighty four (84) inches high and seven ty two (72) inches high for a double.
3. Sponsor agrees to sponsor “x”-number of door(s) at \$250.00 each per single door and/or \$500 each per double door, as determined in the chart below. If Sponsor wishes to select the art from among the approved artist selections, the sponsorship fee increases an additional \$250 per art selected. Sponsors are limited to apply for up to three doors in the inaugural Downtown Doors Program. *If you would like to have more than three doors included, or wish to choose your own artist and art outside of the official selection process, sponsor will be required to cover the complete cost of \$1200 per door.*

Art chosen for you from approved works	Choose your art from approved works	Choose your own artist, but be included in the program
Single Door: \$250 x _____ # of doors	Single Door: \$500 x _____ # of doors	Single Door: \$1200 x _____ # of doors
Double Door: \$500 x _____ # of dbl. doors	Double Door: \$750 x _____ # of dbl. doors	Double Door: \$2400 x _____ # of dbl. doors
Total Sponsorship \$ _____	Total Sponsorship \$ _____	Total Sponsorship \$ _____

Downtown Doors Sponsor Contract, Page 2 of 3

4. Please list the addresses / locations of the doors included in this sponsorship agreement:

5. Upon execution of this Agreement by both parties and payment of the Sponsorship Fee to MCBID, and dependent upon sponsorship levels, either the MCBID or the Proprietor select a Work for each single or double door (as applicable) from the catalog of available Works. Following such selection, the Work will be reproduced in vinyl and professionally installed within approximately four (4) weeks by a vendor selected by MCBID. Proprietor acknowledges and agrees outdoor temperatures below 55 degrees Fahrenheit and other adverse weather conditions may delay installation of the Work.
6. Prior to installation of the Work, MCBID may need to paint or repair the doorframe in order to best frame the Work. MCBID will paint the trim border around the exterior face of the Door with black glossy paint, or other to match the existing building. In addition, if necessary for the proper adhesion of the vinyl Work, the entire exterior face of the Door may also be painted, which decision will be made on a case-by-case basis. In the event the entire Door is painted, Sponsor acknowledges and agrees the new paint will need to cure for two (2) weeks prior to vinyl Work in-stallation. Sponsor acknowledges and agrees that MCBID shall have no obligation to repair or replace any Door which is rusty, damaged or otherwise in a condition that will impair or prevent the proper installation and adhesion of the vinyl Work except as otherwise set forth in this paragraph. Concurrently with installation of the Work, a title card will be placed on the upper right corner of the image, or other location at the discretion of MCBID.
7. Following installation, in the event the vinyl Work or title card is damaged, MCBID will repair or replace such items for two calendar years until May 1, 2021, and/or until the maintenance reserve fund is depleted. Sponsor will promptly notify MCBID in the event any Work is damaged.
8. Sponsor hereby grants to MCBID and the City of Madison, its employees, agents, contractors and vendors, a license to enter upon the real property on which the Door is located in order to perform all of the obligations and duties of MCBID as set forth in this Agreement, including, without limitation, installation, repair or removal of the vinyl Work. Sponsor shall not repair or remove any Work or revoke any license granted hereunder until this Agreement has expired or terminated and MCBID has removed the vinyl Work and title card.
9. MCBID and the City of Madison have obtained a license from the owner of the Work to reproduce, transmit and display the Work, together with the right to grant a sublicense to Property Proprietor to display such Work on the Door, which sublicense is hereby granted by MCBID to Sponsor.
10. Should Sponsor desire to change the Work following installation, upon payment to MCBID of the full, unsubsidized cost of the art license and installation of one-thousand two-hundred dollars (\$1200), Sponsor may select a new Work from the catalog of available Works which will be installed pursuant to this contract.

Downtown Doors Sponsor Contract, Page 3 of 3

- 11. The term of this Agreement will commence upon the Effective Date and shall continue for a period of two (2) years. Notwithstanding the foregoing, either MCBID or Sponsor may terminate this Agreement after a minimum of one (1) year upon written notice to the other. Within a reasonable time following the expiration or earlier termination of this Agreement, MCBID shall remove the vinyl Work and title card; however, MCBID will not be obligated to repaint or otherwise repair any Door. If, at the end of the two –year agreement, Sponsor wishes to keep the vinyl work on the door, they will notify MCBOD by February 1, 2012 that they do not wish for its removal. At that time, removal of the work becomes the responsibility of the Sponsor, although Sponsor does not gain any rights to use the work in any commercial enterprise, as MCBID and the City own the license to use the art work.
- 12. Each party represents and warrants to the other party that it is authorized to enter into this Agreement, and perform its respective obligations hereunder, including the grant of the licenses set forth in paragraphs 7 and 8. Each party agrees to indemnify and hold harmless the other party for any breach of the representations and warranties contained in this paragraph 11.
- 13. This Agreement contains the entire agreement between MCBID and Sponsor with respect to its subject matter and replaces all other agreements by and between them with respect thereto. This Agreement can only be modified or changed in writing signed by both parties. No waiver of any provision of this Agreement will be binding unless in writing and signed by the waiving party. This Agreement will be governed by the laws of Wisconsin, and any disputes related to or arising under this Agreement will be adjudicated in the courts in Madison, Dane County, Wisconsin, to which jurisdiction and venue both parties consent as the exclusive jurisdiction and venue therefor.

Madison’s Central Business Improvement District

By: Tiffany Kenney, Executive Director _____

Date: _____

Property Proprietor

By: _____

Address _____ City _____ Zip _____

Phone _____ Email _____

Total Sponsorship amount: _____ Date: _____

Signed contract, with Sponsorship Fee made payable to Madison’s Central Business Improvement District (please note to Downtown Doors on the memo line) should be sent to:

Tiffany Kenney

Madison’s Central Business Improvement District

122 West Washington Avenue, Suite 250

Madison WI 53703