



## Sponsor Form

**Yes! I want to come on board and sponsor an ART TRAIN!**

Company Name \_\_\_\_\_

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

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

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

- I know what I want our ART TRAIN to look like and would like to have an artist contact me about the design details.
- I know what I want our ART TRAIN to look like and plan to have it painted myself (please provide a sketch of the design)
- I would like to review artists submissions for possible ART TRAIN designs.
- I don't know what I want my train to look like, but I know who I want the artist to be.  
Artist name and contact information \_\_\_\_\_.

Desired location for final train placement: \_\_\_\_\_

If your location is not ready for locomotive placement; with your permission - your train will be stored at our Roundhouse and/or used for promotional purposes when completed and before installation. This will further promote your business and participation in the project.

Enclosed is our payment of \$4000.00. I understand the trains have to be manufactured and delivered before painting can begin. The Katy Heritage Society will keep me updated on the estimated date of delivery and will allow me access to the trains as soon as they are in Katy. Our name will immediately be included in all publicity and press for the ALL ABOARD KATY! Project. Artist consultation may begin immediately. I would \_\_\_\_\_ would not \_\_\_\_\_ like to be included in press and publicity for the project.

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OFFICE USE ONLY:

ART TRAIN # \_\_\_\_\_ Theme(s) and/or Name(s): \_\_\_\_\_

**Send completed form and payment to: Checks made payable to the Katy Heritage Society  
"ALL ABOARD KATY!"**

P. O. Box 359  
Katy, Texas 77492

For further information please call 281-391-2550 or email [katyheritage@aol.com](mailto:katyheritage@aol.com)

January 13, 2009  
FOR IMMEDIATE RELEASE  
NEWS RELEASE

**The KATY HERITAGE SOCIETY, ARTreach, and the KATY AREA CHAMBER OF COMMERCE** enthusiastically invite you to join us by supporting  
**"ALL ABOARD KATY!"**

The Katy Heritage Society, ARTreach and the Katy Area Chamber of Commerce announce the January, 2009 debut of "**ALL ABOARD KATY!**", a public art project that is intended to promote tourism, unite and identify the community, engage local businesses and artists and raise funds for the Katy Heritage Society and ARTreach.

Trains are an important part of Katy's history and the art train program will be the first large scale community public art initiative. Public art projects raise community pride and cooperation between local citizens, businesses and government. Local artists receive recognition they might not otherwise receive and public art drives local and tourist traffic to sponsor locations.

This project will showcase local talent, increase the profile of Katy, emphasize the area's close ties with railway history and provide an opportunity to connect businesses and the cultural community. 12' Fiber-glass locomotives will grace the Katy area, all custom decorated by juried artists. The locomotives will be placed in front of private businesses and public facilities. One goal of the project is to encourage residents and visitors to traverse the area in search of unique displays.

The Katy Heritage Society is looking for enthusiastic volunteers to help with the project. Carol Adams, Executive Director for the Society said a committee of "conductors" from all corners of the Katy community is needed to keep the project chugging along. The conductors will be responsible for advertising, public relations, accounting, merchandising, web site, artist recruitment and coordination, art design review and approval and securing sponsors. Adams said the project is also looking for a "roundhouse", a location to store the locomotives as they arrive and before they are delivered to appointed artists and/or installed in their permanent location.

Locomotives cost \$4,000. "For a company to sponsor a makes good business sense. It can be considered a charitable donation or advertising expense. The sponsor name will be promoted for a long time" said Adams. "**ALL ABOARD KATY!**", sponsor's names will be prominently displayed on the base of their train, which will be displayed in a location they choose if local regulations allow. The sponsor's name and/or company logo will be featured on self-guided tour maps of the "**ALL ABOARD KATY!**", art train public art project, "**ALL ABOARD KATY!**", art train print advertising and promotional materials and web site. The sponsor will be supporting a community effort to bring a visible identity to the Katy area, unite the various communities in Katy and support the work of two important non-profit organizations.

Local artists are encouraged to become "engineers" by submitting creative designs for the locomotives, which will be reviewed by an ARTreach appointed panel on Conductors committee. An artists portfolio will be compiled featuring all accepted artists. Sponsors are being solicited for each of the locomotives. Businesses, civic groups, organizations, churches, hospitals or individuals can sponsor the train. They will then choose an artist from the portfolio to decorate their locomotive or they may choose their own artist, but all designs must be approved by the ARTreach panel. Sponsors may have input on the design as well as determine the location of their finished locomotive.

The first "conductors" meeting is scheduled for Tuesday, January 13 at 7:00 PM at the Stockdick house, Katy Heritage Park, 5990 George Bush Drive. All interested parties are encouraged to attend.

Contact information:  
Carol Adams  
281 391-2550      katyheritage@aol.com



## "ALL ABOARD KATY!" ART TRAIN

The Katy Heritage Society, ARTreach and the Katy Area Chamber of Commerce enthusiastically invite you to join us by supporting  
**"ALL ABOARD KATY!"**

"ALL ABOARD KATY!" serves not only as an opportunity to join ranks with fellow contributors in support of projects and programs of the Katy Heritage Society and ARTreach in the Katy area it also provides the creative canvas for an exciting public art project designed to involve, identify and unite our entire community.

Similar projects, such as "Chicago's Cows on Parade" and "Gallopalooza: Louisville's Sidewalk Derby," are among those which have successfully inspired a craze for public art projects across America in recent years. The Katy Heritage Society is bringing this spirited idea to the Katy area with the "ALL ABOARD KATY!" Art Train.

Area philanthropists sponsor three-dimensional fiberglass models shaped as local icons; in honor of Katy's railroad history, we have chosen nine-foot steam engine locomotives specially designed to represent the area. Plaques at the base of each locomotive will tell who sponsored and decorated the train.

Once sponsored, the trains are decorated by ARTreach juried artists from the community at the direction of the sponsors and placed on proud display around the Katy area, generating traffic to sponsoring businesses and attracting keen interest for their whimsical and inventive artwork. Even after the project has been completed, the lasting sense of community spirit and local pride will live on in the spirited images of steam engine locomotives that remain around the Katy area.

In addition to providing the area with a candid spectacle of public art, the sponsors will be supporting a community effort to bring a visible identity to the Katy area, unite the various communities in Katy, promote tourism and support the work of the Katy Heritage Society and ARTreach.

**Carol Adams**  
Executive Director  
Katy Heritage Society

**Ann Hodge**  
President/CEO  
Katy Area Chamber of Commerce

**Terri Bieber**  
Executive Director  
ARTreach



## "ALL ABOARD KATY!" ART TRAIN

### FREQUENTLY ASKED QUESTIONS

*Join us for a unique journey that will take you throughout the Katy area as you explore artist embellished fiberglass locomotives that reveal the imagination of our community.*



#### ***How many Art Trains will there be?***

Approximately 20 or more artist embellished, fiberglass locomotives will be placed throughout the City.



#### ***I've heard of these kind of public art programs in other cities, why trains in Katy?***

Trains have defined since 1895 when the MKT line was established in Katy. What better way to honor our city's rich railroad history than with an Art Train public art project that involves the entire Katy community.



#### ***Who is involved in developing and planning the program?***

The Katy Heritage Society (KHS) is organizing and implementing the program. ARTreach is coordinating the artists and the Katy Area Chamber of Commerce is endorsing it. A committee of conductors" will oversee and coordinate the project.



#### ***What is the Katy Heritage Society?***

The Katy Heritage Society is a 501(c)(3), tax exempt, charitable organization that has been working since 1979 to protect and preserve the historic resources of the Katy area for the use, education, enjoyment and economic benefit of present and future generations. The KHS owns and maintains the historic homes at Katy Heritage Park, the MKT Depot museum and caboose, and much more. The Katy Heritage Society is not affiliated with the City of Katy. For more information, visit [katyheritagesociety.com](http://katyheritagesociety.com).



### ***What is ARTreach?***

ARTreach is a 501(c)3 non-profit organization that provides mentoring and art related programs to a growing population of children at risk and to others in need. ARTreach brings art-related programs and services to the underprivileged and the underserved, including children at risk, troubled youth, persons of all ages with special needs and victims of crime. For more information visit [www.artreachonline.org](http://www.artreachonline.org)



### ***What is the Katy Area Economic Development Council?***

The Katy Area Economic Development Council (KAEDC) is a 501(c) (6) non-profit corporation established in 2003. Katy Area EDC has helped facilitate the creation of over 3,900 jobs and \$400,000,000 in capital investment. Katy Area EDC now has a strong base support with over 80 members and a \$500,000 budget. For more information visit [www.katyedc.org](http://www.katyedc.org)



### ***What is the Katy Area Chamber of Commerce?***

Has been serving the Katy area business community as the voice and assisting with business development and economic growth since 1960. This voluntary organization of business and professional people offers services to strengthen existing businesses, encourages small business creation and develops a talented work force. For more information visit [www.katychamber.com](http://www.katychamber.com)



### ***How long will the program last?***

There's no set time limit, but it is expected that the program will last one to two years.



### ***What type of community events will occur in conjunction with the All Aboard Katy art train program?***

Some of the promotional and community activities surrounding the Art Trains will be Scavenger Hunts, T-shirt sales, school activities such as train design competitions, publicized map of Train locations and sponsor information and more.



### ***How large are the Art Trains? How much do they weigh? What are they made of?***

The Locomotive is 9 feet long, 6 feet high, and 33" inches wide (it will fit through most doors). It weighs about 120 pounds, but when placed at their locations, they'll be filled with 250+ pounds of sand. The locomotives are made of fiberglass and sealed with automotive clear coating when the artists are finished painting them. This coating will protect them from weather.



### ***When will the Art Trains be completed?***

We hope the first Trains will debut in the summer of 2009. After that, Trains will be placed as they are completed.



### ***Who will sponsor the Art Trains?***

Any individual, group, organization, or business may sponsor an "ALL ABOARD KATY!" art train.



### ***Where will the Art Trains be placed?***

Trains will be placed all throughout the Katy area. A sponsor may suggest a location for their locomotive, and if the codes permit, their locomotive will be placed as requested. However, all art trains must remain within the Katy Independent School District limits.



### ***Who will own the Art Trains?***

The locomotives will be owned by the Katy Heritage Society throughout the duration of the manufacturing and promotional period of the program. It is the intention of the KHS to transfer ownership of the locomotives to the sponsors at the conclusion of this period.



### ***Who will maintain the Art Trains?***

Throughout the promotional period of the program, the KHS will be responsible for any reasonable repair and maintenance of the trains. Should a train become significantly damaged, the KHS may determine not to repair the train under no further obligation to the sponsor. If such a determination is made, the KHS will confer with the sponsor who may undertake such repairs at their own expense.



### ***What are the benefits of being a sponsor?***

- The sponsor's name is prominently displayed on the base of their train, and may be included in the overall design of the train which may be displayed in front of their place of business (subject to governing approval).
- The sponsor may choose available artists from the Portfolio of Artists or have an artist/s of their choosing decorate or choose a school or youth organization who had expressed interest in participating. All artists designs must be approved by the Conductors committee.
- The sponsor's name and/or company logo will be featured on:
  - Self-guided tour maps of the "ALL ABOARD KATY!" Art Train public art project
  - "ALL ABOARD KATY!" Art Train print advertising and promotional materials and web site.
- The sponsor will be supporting a community effort to bring a visible identity to the Katy area, unite the various communities in Katy and support the work of two important non-profit organizations.



### ***Will the artists be paid for their work?***

Yes, artists are paid a commission of about \$600, this includes money for supplies.



### ***How does an Artist apply to participate?***

Artists may obtain an application from the KHS website ([www.katyheritagesociety.com](http://www.katyheritagesociety.com)) or the ARTreach website ([www.artreachonline.org](http://www.artreachonline.org)) or call the Katy Heritage Society at 281 391-2550. Completed applications should include one or more designs for a locomotive that the artist would use if selected as a participating All Aboard Katy Art Train artist.



### ***How will the Artists be selected?***

The Katy Heritage Society appointed judges review all the artists' applications and selects those that will be included in the Portfolio of Artists. A design from the Portfolio of Artists must be selected for production by a sponsor before the artist will be selected to participate.



### ***Is a sponsorship fee tax deductible?***

The sponsorship fee may be tax deductible under the IRS tax guidelines for 501 (c)(3) corporations. Please consult a tax advisor.



### ***If I can't sponsor a train, what can I do to participate?***

You can come to our first Conductors meeting at the Stockdick house, 5990 George Bush Drive at 7 PM on January 13. We will need to develop a web site, brochures, maps, t-shirts, publicity and much more. Our conductors will coordinate all those efforts. We will also need supplies, a 'roundhouse' to store the locomotives and service to clear coat all the finished locomotives. If you can provide any of these services you can be a conductor and enjoy the ride and all publicity included on the Art Train.



### ***What does it cost to sponsor an Art Train?***

Sponsorships are \$4,000 for a Locomotive.



### ***Where do I mail my sponsorship or artist application?***

Please mail your check or artists application to: "ALL ABOARD KATY!" Art Train, P. O. Box 359, Katy, Texas 77492

### ***Who do I contact for more information?***

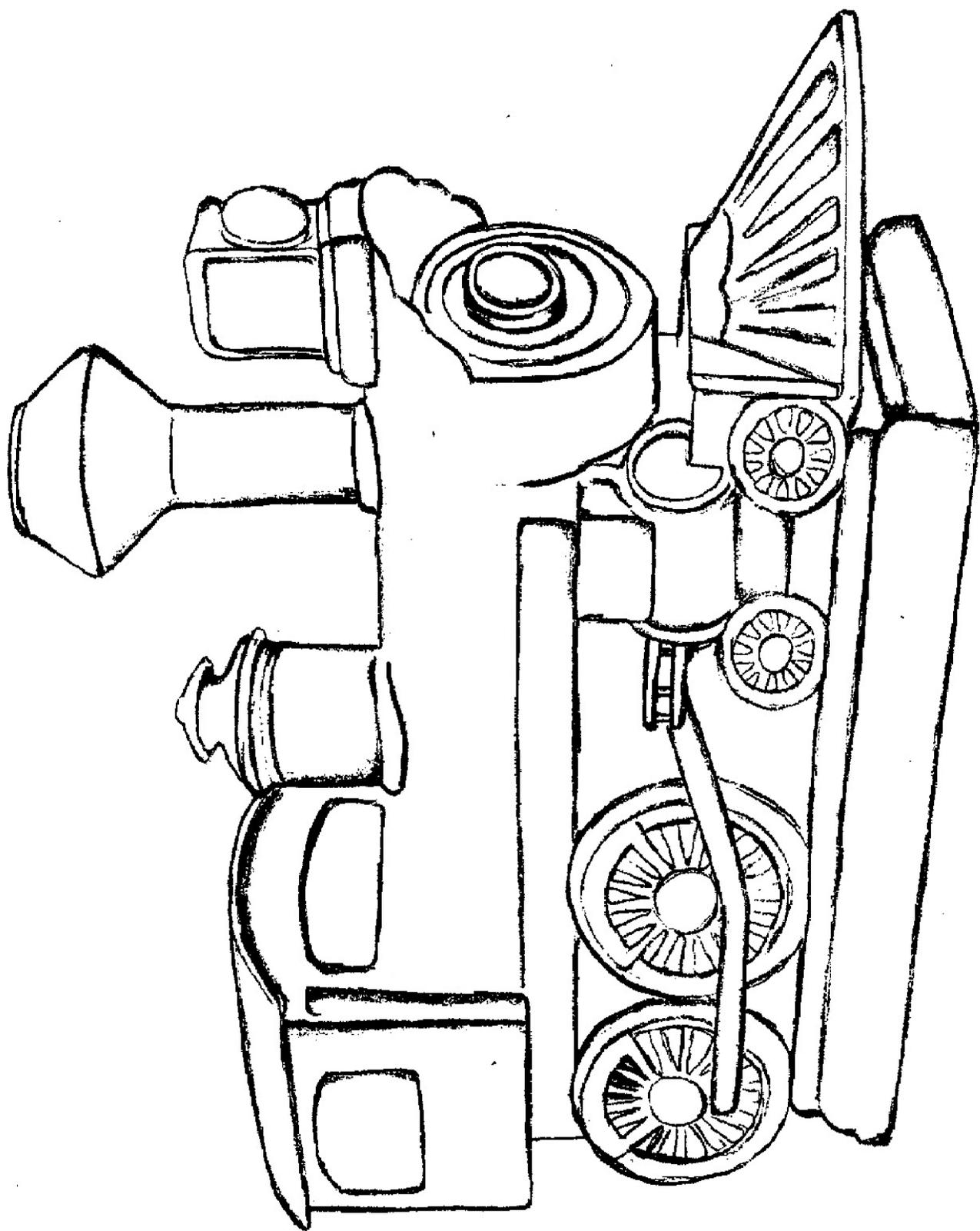
Carol Adams (principal contact) - Katy Heritage Society 281 391-2550 / [katyheritage@aol.com](mailto:katyheritage@aol.com)

Terri Bieber - ARTreach 713-444-1897/ [art.reach@earthlink.net](mailto:art.reach@earthlink.net)

Lance LaCour - Katy Area Economic Development Council 281-396-2200 / [lancelacour@katyedc.org](mailto:lancelacour@katyedc.org)

Ann Hodge - Katy Area Chamber of Commerce 281 391-5289 / [Ann@katychamber.com](mailto:Ann@katychamber.com)

***We'll gladly schedule an appointment to come answer your questions  
and get you on board!***





## "ALL ABOARD KATY!" ART TRAIN

Helpful reference web sites: other successful public art programs and more...

<http://publicartprojectsofamerica.com/>

<http://www.amberle.com/FestivalOfFins/>

<http://www.beans-around-the-world.com/dawgs.html>

<http://www.visitpago.com/wildbunch/clarion/index.html>

[http://www.saratoga-arts.org/special\\_horses.htm](http://www.saratoga-arts.org/special_horses.htm)

<http://www.carolinaarts.com/1001chairsonparade.html>

<http://www.ahorseaffair.com/horseaffair.html>

<http://216.26.167.102/gallopalooza/default.asp?id=0&uid=>

<http://www.custerstampede.com/index.htm>

[http://bushlibrary.tamu.edu/exhibits/2005-tracks\\_of\\_the\\_iron\\_horse/parade/index.php](http://bushlibrary.tamu.edu/exhibits/2005-tracks_of_the_iron_horse/parade/index.php)

<http://www.downtownhighland.com/photogallery/ducks2003/duckphotos.htm>

<http://www.flickr.com/photos/lansinglibrary/sets/72157594152197160/>

[http://www.chicagotraveler.com/cows\\_on\\_parade.htm](http://www.chicagotraveler.com/cows_on_parade.htm)

<http://news.webshots.com/album/479954620kkVeuK>

<http://www.clevermag.com/art/suite.htm>

<http://www.horseofadifferentcolor.org/cms/site/e5a340f5548cea8f/>

<http://www.brutusonparade.com/index.php>