



Tampa Bay Tarpon

Introduction (We want to get you on the hook for this exciting new project)

Following the successes of past fiberglass animal projects such as the Tampa Bay Tour of Turtles and Tarpon, the Outdoor Arts Foundation has partnered with Tampa Bay Watch to introduce Fins Across Florida, a State-wide endeavor featuring the funkiest fiberglass fish Floridians have ever seen.

Each region throughout Florida will have its own fish and the Tampa Bay Area will be the first to exhibit these creative creatures. Future projects are planned for Snook in Sarasota, Marlin in Miami, Pompano in Pompano Beach and many others.

The "Fins Across Florida: Tampa Bay Tarpon" project is based on five major principles:

- (1) To raise awareness and educate the public about Tampa Bay Watch and their efforts to protect and replenish Tampa Bay's watershed.
- (2) To bring recognition to participating artists and the Tampa Bay art community.
- (3) To promote the conscientious businesses who come on board to sponsor "Fins Across Florida: Tampa Bay Tarpon."
- (4) To raise awareness about the Outdoor Arts Foundation and its efforts to beautify the Tampa Bay Area through creative artistic endeavors.
- (5) To introduce a fun-filled event for the whole community.

From 2010 - 2011, "Fins Across Florida: Tampa Bay Tarpon" will consist of approximately 50 uniquely decorated fiberglass Tarpon displayed throughout the Tampa Bay Area.

Individual Tarpon will be sponsored by local businesses and individuals and decorated by local artists. At the conclusion of the project, sponsors will have the option of either keeping their Tarpon or donating them back to Tampa Bay Watch and the Outdoor Arts Foundation (both 501c3 not-for-profit organizations).

Criteria

Artists from throughout the State of Florida and selected artists from out-of-state are invited to submit design proposals for consideration. There is no limit to the number of proposals an artist can submit.

All proposed designs must be submitted to the Outdoor Arts Foundation for approval and inclusion in the Design Portfolio. Artists and their designs will be selected by the Tarpon sponsors from the portfolio.

In certain instances, sponsors will request specific artists or come on board with their own in-house artists. Unless given an exemption by the Outdoor Arts Foundation, a design proposal must be submitted for approval.

Tarpon design criteria calls for creativity and artistry. Design proposals cannot contain direct advertisements for companies, products or services, there can be no design proposals with offensive subject matter and we would prefer that you refrain from making any kind of religious, social or political statement with your Tarpon design. This being said, creativity that produces subtle or clever messages associating the artwork with products or missions will be considered.

The basic Tarpon form cannot be modified (i.e. cut in half, holes drilled, pieces removed, etc.) without approval from the Outdoor Arts Foundation.

Design proposals can contain additions to the basic Tarpon sculpture; however, all additions must first be approved by the Outdoor Arts Foundation. Please keep in mind that almost all of the Tarpon will be exhibit outdoors on Sponsor's buildings so all added materials must be able to withstand Florida's harsh weather conditions (i.e. rain, direct sunlight, wind, etc.). We would strongly discourage additions made of paper mache, plastic, cloth, paper, etc.

The artists or groups of artists will work with approved types of paints and finishes to assure the longevity of the artwork on the fiberglass surface. We have found that exterior acrylic house paint holds up the best on the fiberglass form. High-quality artists' acrylics, oils and enamels can also be used. Tarpon will come with a basic primer coat already applied; however, we would suggest that you add an additional primer or gesso coat to your Tarpon.

Artists or groups must be able to pick up and transport their Tarpon to their studio from the staging area; and, from their studio back to the staging area. In certain extenuating circumstances, Outdoor Arts Foundation staff may be able to assist with the pick-up and delivery of the Tarpon. If you do not have the ability to transport your Tarpon, we need you to include this information in your design proposal.

Artists will have the option of painting their Tarpon at various display venues. Space is limited and prior approval will be needed. If you do not have the ability to paint your Tarpon at home or in your studio; and, would like to paint your Tarpon in public, we need you to include this information with your design proposal.

Artists' Honorarium

Once an artist's design is accepted, the design and the artist's name will be entered in the Design Portfolio for selection by sponsors. If a sponsor selects an artist from the portfolio, the artist will receive a total honorarium of \$500.00. The honorarium will be divided into two payments: \$250.00 upon receiving the Tarpon and \$250.00 upon delivery of the Tarpon.

Ownership

The Outdoor Arts Foundation will own the completed Tarpon until November of 2011 at which time the sponsor will either keep the Tarpon or donate it to the charity of their choice.

Once an artist submits a design, the design shall remain in the ownership of the Outdoor Arts Foundation. Due to the volume of designs that we receive, we will unfortunately not be able to return designs to the artists once they are submitted.

The Outdoor Arts Foundation and Tampa Bay Watch shall have the right to reproduce and distribute the design or derivative of the design for the purposes of promoting the event by all means of media including the internet (with artist's name and copyright where applicable). These rights shall be granted exclusively to the Outdoor Arts Foundation and Tampa Bay Watch.

Sponsors Selection of Artists

Sponsors will select artists from the Design Portfolio and will be introduced to the artist upon selection of the artist's design.

If a sponsor wishes to negotiate directly with an artist who is not in the Design Portfolio, the sponsor and artist will agree on an honorarium to be paid by the sponsor separate from the arrangements set forth in the "Tampa Bay Tarpon" agreement. Sponsors and artists working in this manner must submit design proposals to the Outdoor Arts Foundation for approval.

Once a sponsor/artist match has been made via the Design Portfolio, the proposed design will be removed from the portfolio and either archived by the Outdoor Arts Foundation or given to the sponsor in recognition of their participation.

Upon completion, each Tarpon will be securely mounted and displayed at a location to be determined by that Tarpon's sponsor (i.e. malls, airports, office buildings, restaurants, etc.). Tarpon will be placed with a sponsorship plaque that will include the artist's name & contact information, the sponsor's name and the title of the Tarpon. All Tarpon will be publicized through collateral materials, maps, news articles and special events.

The one sure way to guarantee sponsorship would be to bring on your own sponsor. If you think you can bring on your own sponsor, please contact us so that we can discuss with you sponsor benefits and sponsorship procedure. Contact information is listed on the participation form included with this packet.

Notification

Artists or groups of artists will be officially notified of a sponsor match once that match has been made.

Not all artists will be selected for sponsorship; however, the Outdoor Arts Foundation with work diligently to procure sponsorships for as many artists as possible.

Artists Benefits

One of the primary goals for this project is to help promote and further the career of each and every sponsored artist. Above the benefit of each artist's Tarpon being on public display, the project will offer the additional benefits of:

- Inclusion on the Tarpon website (www.outdoorartsfoundation.com). Website inclusion will entail a detailed artist profile, photo of their Tarpon and contact information
- Inclusion in a commemorative "Fish Finder" that will list each artists name, contact information and feature a photo of their Tarpon
- Artists will receive Invitations and tickets to all Tarpon special events
- Inclusion in public relations efforts with local and national media
- Permanent inclusion on the Outdoor Arts Foundation website (artist's page)

The Tarpon

All Tarpon will be configured so that they can be mounted on the side of a building or on an interior wall. They will be approximately 6' in length and 2 1/2' in height. Below is a photograph of one of our artists with her Tarpon.



**“Fins Across Florida: Tampa Bay Tarpon ”
Intent to Participate**

Date _____

Artist's Name

Address

City

State/Zip

Phone

Cell Phone

e-mail

Proposed title of Tarpon

Please describe any additional materials that you plan to use for your Tarpon.

How many Tarpon would you be able to complete?

I have ready the following and agree to all terms and provisions set forth by “Tampa Bay Tarpon ” Please sign and date above.

Design Submissions

As this project is currently underway, artists are encouraged to submit designs as soon as possible. Designs must be submitted on an 8 ½” x 11” sheet of paper (feel free to use the sample included on the last page of this packet as a template).

Designs should be sent to the following address:

Outdoor Arts Foundation

Attn: Tampa Bay Tarpon

P.O. Box 323

Safety Harbor, FL, 34695

For more information, please contact Jay Goulde at (727) 723-8620.

Jay can also be reached via e-mail at jgoulde@tampabay.rr.com

Information can also be found at www.outdoorartsfoundation.com