



## Get ready for the Coconut Grove Peacock Tour 2010!

Fashioned after the Cows in Chicago, the Cincinnati Pig Gig and The Flamingos of Miami Beach, Coconut Grove will host a herd of beautiful peafowl this Spring 2010. The Coconut Grove Peacock Tour was created by long-time resident Heather Bettner to develop and bring a unique interactive public art exhibition to Coconut Grove..

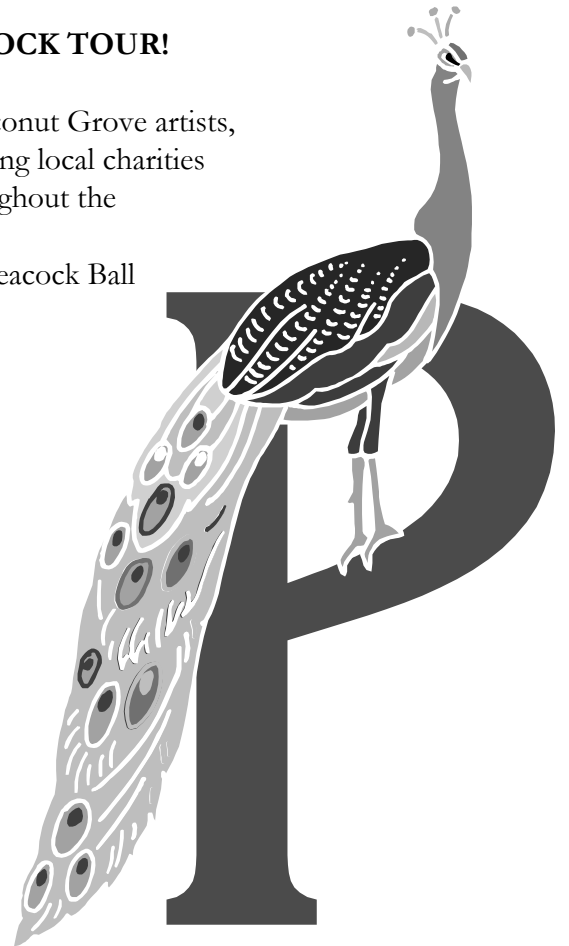
## COCONUT GROVE IS HOME to THE PEACOCK TOUR!

Larger than life fiberglass peacocks decorated by Coconut Grove artists, Sponsored by businesses and individuals and benefiting local charities and non-profit organizations will be on display throughout the Coconut Grove village and main thoroughfares for six months, with a charity auction and black tie Peacock Ball held in September 2010.

CowParade Chicago was widely touted as “the most Successful public art program in the city’s history” by Mayor Daley.

It was viewed by 10 million people and had an over all economic impact of \$200 million for Chicago. The artist and art display was featured on Good Morning America, CBS This morning, The Today Show and the Oprah Winfrey Show and in publications such as People Magazine, US News, USA Today, The Wall Street Journal and the New York Times.

New York City experienced similar success as 44 million people viewed 500 cows and nearly 44 million was raised for charities. Now thousands of visitors, residents, businesses and art fans can enjoy a public art event in our own village of Coconut Grove.



## WHO ARE THE ARTISTS

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The Coconut Grove Peacock Tour is requesting designs from local artists. Artists submissions are reviewed to ensure they meet the basic guideline of the Coconut Grove Peacock Tour. Upon approval, designs are then offered to our partners and adoptive sponsors for their review. Partners and adoptive sponsors will then have an opportunity to collaborate with their artist of choice to transform their beloved peafowl into an incredible public work of art.

## WHO ARE OUR PARTNERS AND ADOPTIVE SPONSORS

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Each peacock is made possible thanks to our partners and adoptive sponsors. They may have their peacock designed by their own artist or may select from designs submitted and approved by the Coconut Grove Peacock Tour. Partners and adoptive sponsors include corporations, community groups, schools, non-profits organizations and individual merchants and private citizens.

## OUR PRETTY PEACOCKS

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Our pretty peacocks are 6' feet high. The hollow unpainted fiberglass peacock weighs about 100 pounds and sits on a 350 pound concrete base...so they won't go wandering off!

## SO JOIN THE COCONUT GROVE PEACOCK TOUR

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*Here is the information you need to join the Coconut Grove Peacock Tour and get involved:*

### **SPONSORSHIP, ADVERTISING, MARKETING, PROMOTIONS, PUBLICITY**

*Heather J. Bettner, President & Founder  
c/o Prince Media Development  
3171 Florida Avenue  
Miami, Florida 33133  
305-775-0113  
[heather@princemediadevelopment.com](mailto:heather@princemediadevelopment.com)*

### **CALL TO ARTISTS**

*Doreen C. LoCicero, Artistic Director  
3171 Florida Avenue  
Miami, Florida 33133  
305-807-3522  
[doreen@princemediadevelopment.com](mailto:doreen@princemediadevelopment.com)*



# PARTNERSHIP OPPORTUNITY



## THE PEACOCK TOUR OF COCONUT GROVE 2010

Larger than life fiberglass peacocks decorated by Coconut Grove artists, Sponsored by businesses and individuals and benefiting local charities and non-profit organizations will be on display throughout the Coconut Grove village and main thorough fares Spring 2010

## **\$4,400 PEACOCK SPONSORSHIP**

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- One beautiful full plumage peacock painted by one of our talented artists you choose.
- Official status as a sponsor of “The Coconut Grove Peacock Tour”.
- Sponsorship sign affixed to base of Peacock with you name & logo.
- Logo inclusion in media campaign supporting the tour.
- Name, logo and Peacock location in official map and guide
- Name, logo and information on official website.
- Coconut Grove Peacock Tour Kick-off Party (2 tickets)



**For more information about Peacock adoption contact:**

Heather Bettner, President  
Prince Media Development  
3171 Florida Ave, Miami, FL 33133  
305-775-0113  
[heather@princemediadevelopment.com](mailto:heather@princemediadevelopment.com)

# ADOPTION FORM



## THE PEACOCK TOUR OF COCONUT GROVE 2010

Yes, I want to adopt a Peacock for "The Peacock Tour of Coconut Grove:

- \$10,000 Peacock Presenting Sponsor
- \$7,500 Peacock Auction/Ball Patron
- \$4,400.00 Peacock Sponsor
- \$1,500.00 Full Page Ad in Peacock Map
- \$1,000.00 Half Page Ad in Peacock Map
- \$500.00 Coupon in Peacock Map

**Make check payable to:**

**Prince Media Development**

**Mail this original completed application and check to :**

**The Peacock Tour of Coconut Grove**

**c/o Prince Media Development**

**3171 Florida Avenue**

**Miami, Florida 33133**

Name/Title \_\_\_\_\_

Company \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

**Credit card payment option:**

Name on Card \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Exp. Date \_\_\_\_\_

Card Type:    Visa    MasterCard    Discover

Signature: \_\_\_\_\_

Complete Payment Now: \_\_\_\_\_

Two installment of: \_\_\_\_\_

*(Credit Card Payments only) Fax to - 305-443-3029*

**For more information about Peacock adoption contact:**

Heather Bettner, President

305-775-0113 or heather@princemediadevelopment.com

**Complete the information below and sign the bottom of the adoption page**

You acknowledge that You are submitting this Sponsorship Form and a check in the amount of Your chosen sponsorship level to the Peacock Tour of Coconut Grove

address listed above in exchange for certain promotional benefits to be provided by The Peacock Tour of Coconut Grove. ("Us", "We", or "Our") regarding The Peacock Tour of Coconut Grove.

You agree to be legally bound by the following terms and conditions:

1. The benefits to be provided by Us to You are described on the pages of this Adoption package and are subject to the terms and conditions of this Adoption form.
2. We will determine the location (s) in Coconut Grove where the peacock (s) You adopt will be placed. If you commission any design for any of your adopted peacock (s). You agree to and understand Your commissioned artist will comply with the guidelines and approval process for commissioned designs to be provided by Us.
3. If your adopted peacock (s) sustains damage during the tour, You, in Your sole discretion must make reasonable repairs to your adopted peacock (s) and shall determine if, when and how You will repair Your adopted peacock (s).
4. You will be permitted to use the name "The Peacock Tour of Coconut Grove" and the peacock design (s) which appear on Your adopted peacock (s) only for the purpose of general promotion or advertising of Your products or services and until a date to be determined in 2010. We must approve any use of the name "The Peacock Tour of Coconut Grove" or the peacock (s) design. We will respond to a request for approval within ten (10) business days after you make the request to Us. You acknowledge and agree that You do not own any right, title, interest in the name "The Peacock Tour of Coconut Grove" or any of the peacock design (s) that the name and the design (s) cannot be attached to, incorporated into or distributed with any product or merchandise by You or on your behalf and that You will not use the name or the design (s) to reflect adversely upon Our good name or upon the high character of the name and the designs.
5. The adopter will determine if they would like to auction off their adopted peacock (s) as a charitable donation to a non-profit. Non-profits may receive donations from their own peacocks. For profit companies may not receive funds from their auctioned off peacock (s).
6. This Adoption form does not create a joint venture or partnership, employer and employee, or principle and agent relationship between You and Us, nor does it give you an ownership interest in the adopted peacock (s). You do not own rights to reproduce, the designs of the peacock (s).
7. You cannot transfer or assign this adoption or part of it to any party without receiving prior written consent from us.
8. No waiver of any term or condition in this adoption form will be valid unless in writing and signed by the waiving party. Any modification of any term or condition in this adoption form will not be effective unless signed by You and Us.
9. The laws of the State of Florida will govern this adoption. Neither you or I will be responsible for any lost profits or savings, or other special, indirect, incidental, punitive or consequential damages, even if you or we have been advised of the possibility of or could have foreseen such damages.
10. The Official Peacock Tour Kick-off date Spring 2010. Firm date to be determined in February 2010.