

## Patron's Introduction

[CowParade London 2002 will be the biggest public art event London has ever seen.](#)

Our public art exhibition will help create a bright new atmosphere in London and bring a uniquely fun but highly creative twist to Art Britannia. We also know that children just adore our cows and that adults also find them impossible to ignore. CowParade London 2002 has already secured the support of the central London Boroughs, London Underground, prominent arts organisations, politicians, artists and celebrities. Now we are offering companies and organisations; restaurateurs, hoteliers, retailers; and individuals from all walks of life the opportunity to become a Patron of CowParade London 2002.

CowParade will launch in London in June 2002 running for three months and is destined to be a major public event. The experience from the USA in Chicago, New York, Kansas City and Stamford as well as the signing up of Las Vegas, Sydney and strong interest from other countries all demonstrate the potential that CowParade offers to its host town. CowParade will be exhibited during the Golden Jubilee celebrations and will be part of Westminster Council's celebrations in Berkeley Square next summer. In addition, there is already a developing interest from other parts of the UK, which are keen to host herds of their own. Brighton, Jersey and Carlisle have already put their names down and we are starting to approach other towns in the UK to discuss their hosting new herds. All of this makes us believe that CowParade will be The Event of 2002.

Finally, CowParade London 2002 will also be helping a number of good causes. First and foremost, as a major exercise in commissioned public art we will be helping new and emerging artists and designers to enjoy the vital oxygen of public attention - and paying them for the privilege. Secondly, we will be developing community-based art programmes that will encourage children and disadvantaged people to join the Parade and enter their own designs for our bovine beauties. Thirdly, every cow for which we secure a Patron will generate a donation to two major causes that reflect the unusual nature of our canvases. For each sponsored cow we will donate to each of Rural Relief and ChildLine (Reg. Charity No.1003758) to use in their work supporting people in need. Finally, we will be holding a gala Auction (both Live via Sotheby's and on-line via Amazon) at the end of the Parade where proceeds will go to our nominated charities. Based on the US experience we confidently expect to deliver hundreds of thousands of pounds to benefit rural communities and children in need of comfort, advice and protection.

As a Patron, you will be supporting all of this and therefore will be involved in an unforgettable experience. You will also be associated with a high-profile publicity event that will capture the popular imagination and also help good causes - giving you more than just a good feeling! Finally, but vitally, your Patronage will be supporting a major public art event that will help to keep London and the UK on the world's Artmap and demonstrate our national commitment to public art and culture that is accessible to people from all walks of life.

## The Positive Impact of CowParade

CowParade exhibitions have made quite an impact on the communities in which they have been staged. From the sheer size of the events to the sponsors and many supporters involved, CowParade has driven substantial economic impact to the host cities and the sponsors who took part.

### • Testimonials

- "The single largest and most successful event in the history of Chicago." (Mayor Daley, Chicago 1999)
- "CowParade New York left a really great impression on the City; it excited people about art while capturing the hearts of New Yorkers." (Mayor Rudy Giuliani, New York 2000]

### • Size/Scope of Exhibitions

- Events have been hosted in Zurich, New York, Chicago, Stamford, Houston and Kansas City
- Over 2,000 cows have already been painted and decorated in total throughout the world (558 cows grazed throughout New York alone)
- 125+ media outlets covered the New York event (coast to coast, Europe, Asia, etc.) generating in excess of 300 articles and television/radio reports
- www.cowparade.net has generated more than 2 million page views and 300,000 visitors in the last twelve months

### • Business/Civic Community

- 1,500+ sponsors and patrons have participated in CowParade events (291 in New York)
- More than \$3 million was spent locally to stage the New York CowParade exhibition
- Over 44 million people saw the Parade in New York, and the Chicago exhibition drew more than 3 million tourists itself and generated nearly \$500 million in increased local spending
- Chicago retailers who leveraged CowParade with promotions saw sales increase by an average of 28%

### • Auction

- CowParade New York 2000 generated nearly \$4 million, with substantial proceeds benefiting scores of charities
- The auctions that followed the Chicago and Zurich events raised approximately \$5.5 million in total

### • Arts Community

- Over 1,500 artists have painted cows for CowParade exhibitions (approximately 500 in New York alone)
- Appreciation for arts has increased (in Chicago museum visits are up 14% in 2000)
- Previously undiscovered artists have been offered opportunities for gallery exhibitions

## Patron's Benefits

With hundreds of cows adorning the streets and Parks of London, and herds dotted around the UK, all of our Patrons will gain national recognition and can develop a high positive profile from their patronage of CowParade™. But there are exclusive benefits available only to our Patrons.

Your cow(s) are expected to be seen by an estimated 25 million people during the parade.

### Patron's Benefits Include:

#### THE COWS:

Designs, Artist's  
Royalty Payments  
& Copyright Waiver

Patrons may adopt one (1) or more cows.

Patrons may select from among the designs submitted from the 'open call' to British artists already held on file and from which 800 designs are already available for the basic price of £5,000.00 (+ VAT) per cow. This price includes the cost of securing 'open rights' under a copyright waiver agreement for the design and all due royalty payments to the artist for their work. This ensures that the Patron is able to use their design in their own publicity activity for the duration of their Patronage - subject to the terms below.

Patrons may also commission designs from our 'hot designs' drawer that includes top artists and designers, celebrities and other famous names. These special designs are available to Patrons on the same terms with all rights secured as for our 'open call' designs - but on a 'first come, first served' basis and with a premium of £2,500.00 (+VAT) per cow.

Or, Patrons may commission their own artists to design their cow(s). Should a Patron wish to find their own artist, then the designs they develop will be subject to design approval by the CowParade™ Art Committee. Before finally commissioning their own design(s), Patrons must ensure such approval is obtained and also ensure that the copyright waiver is agreed with their artist. Finally, all such commissions need to be paid for by the Patron in addition to the £5,000.00 (+VAT) cost of the cow itself.

#### THE COWS: Site Location,

Manufacture  
& Maintenance

The CowParade™ Location Committee will be responsible for approving and, where necessary, processing all siting applications for sponsored cows.

The basic Patron's sales package covers all of the costs of siting the sponsored cow, including all and any necessary planning applications as well as the manufacture and maintenance of the cows themselves. Patrons may request a specific site for their cow and the CowParade™ Location Committee will do all in its power to facilitate such requests. In the event that this requested location is in the gift of the patron then there will be no extra charge for such facilitation. But, where such site requires a special application then any and all additional costs will be passed on to the cow's Patron.

Patrons may also request sites from our 'hot sites' drawer that includes prominent locations secured around London. These special sites will be available on a 'first come, first served' basis and for a premium of £2,500.00 (+VAT) per site.



**MARKETING RIGHTS** All designs commissioned by the CowParade™ Art Committee come with an open license for their Patron to use the design of their adopted cow(s) in their own general advertising, promotion and publicity efforts from the date of the signing of the Patron's Order Form and during the life of the CowParade™ London 2002 - up to 31/12/2001 at the latest - and may terminate earlier in the event their design is sold at auction in October 2002.

Patrons can also publicise their support for CowParade™ London 2002 on the same terms and are and use its logo as part of their own marketing and publicity materials and activity - subject to ad hoc approval by the CowParade™ Art Committee in order to protect the image and profile of CowParade™ London 2002.

**OFFICIAL STATUS** Patrons will be designated an 'Official Patron of CowParade™ London 2002'. You will receive an official certificate from Esther Rantzen of ChildLine recognising your participation.

**PR EXPOSURE** Inclusion in our publicity programme to showcase one of the most highly publicised events of the year.

**COWPARADE PLAQUE** Patrons will receive individual recognition on the permanent plaque affixed to the base of their cow(s).

**COWPARADE MEDIA** Inclusion in all appropriate media initiatives, such as Viewing Guides, advertising, website, promotions, etc.

**COWPARADE LIVE CHARITY AUCTION - continuing rights** Through the live auction, certain cows will be auctioned and therefore, you will be contributing to principal charity ChildLine, as well as making a lasting impression on children, education and the arts in London. Patrons will receive recognition at the auction, including signage, announcements and full mention in the auction catalogue depending on their level of participation.

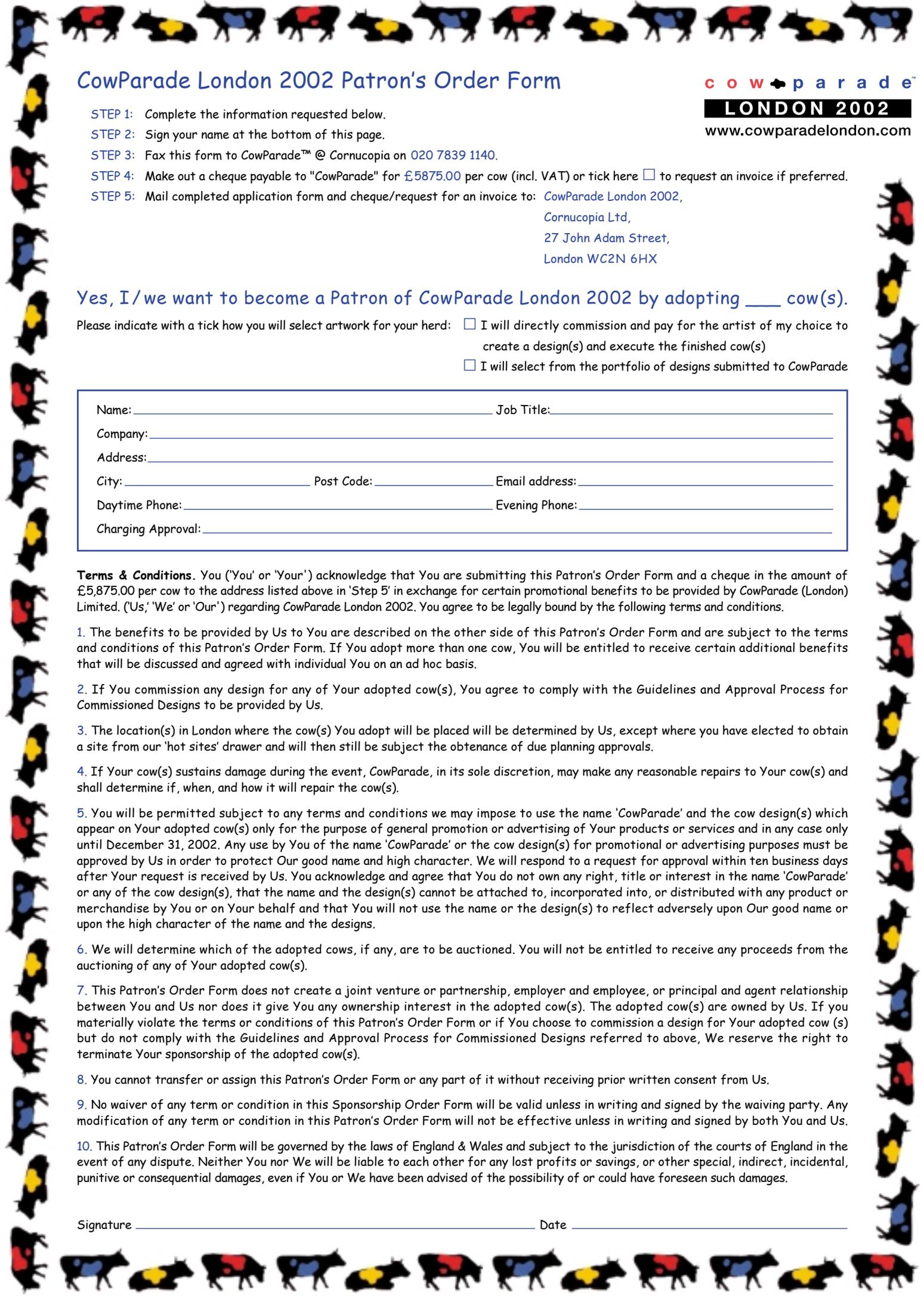
The title and 'open rights' usage of the designs for the cows bought at our October 002 auctions (whether live or internet based) will transfer to the buyer as at the date the due bid price clears the bank account of CowParade (London) Ltd. At that time all Patrons' rights to usage of the design and association with their sponsored cow will cease. In the event that a sponsored cow is not put up to auction, then all Patrons' rights will expire and revert automatically to CowParade (London) Ltd as of midnight on 31/12/2002 and no new use of the design or association with CowParade™ can be made by Patrons thereafter.

**COWPARADE MERCHANDISE** As a Patron, you will receive a discount on official CowParade™ merchandise (subject to minimum quantities).

**COWPARADE WEBSITE** All sponsors will receive recognition on the official CowParade website, which will include a listing of all Patrons and provide for sponsors logos or hyperlinks, etc., based on level of participation.

**Summary.** Basic financial Consideration: **£5,000** (plus VAT) per cow.

If you wish to enjoy more selectivity over the artist, design and location of your sponsored cow, or if you wish to buy more than one cow, then we have a range of flexible sponsorship packages that will enable you to get the maximum from adopting your very own cow(s)!



## CowParade London 2002 Patron's Order Form

c o w ♣ p a r a d e™

**LONDON 2002**

www.cowparadelondon.com

STEP 1: Complete the information requested below.

STEP 2: Sign your name at the bottom of this page.

STEP 3: Fax this form to CowParade™ @ Cornucopia on 020 7839 1140.

STEP 4: Make out a cheque payable to "CowParade" for £5875.00 per cow (incl. VAT) or tick here  to request an invoice if preferred.

STEP 5: Mail completed application form and cheque/request for an invoice to: CowParade London 2002,  
Cornucopia Ltd,  
27 John Adam Street,  
London WC2N 6HX

### Yes, I/we want to become a Patron of CowParade London 2002 by adopting \_\_\_ cow(s).

Please indicate with a tick how you will select artwork for your herd:  I will directly commission and pay for the artist of my choice to create a design(s) and execute the finished cow(s)  
 I will select from the portfolio of designs submitted to CowParade

Name: _____	Job Title: _____
Company: _____	
Address: _____	
City: _____	Post Code: _____
	Email address: _____
Daytime Phone: _____	Evening Phone: _____
Charging Approval: _____	

**Terms & Conditions.** You ('You' or 'Your') acknowledge that You are submitting this Patron's Order Form and a cheque in the amount of £5,875.00 per cow to the address listed above in 'Step 5' in exchange for certain promotional benefits to be provided by CowParade (London) Limited. ('Us', 'We' or 'Our') regarding CowParade London 2002. 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 other side of this Patron's Order Form and are subject to the terms and conditions of this Patron's Order Form. If You adopt more than one cow, You will be entitled to receive certain additional benefits that will be discussed and agreed with individual You on an ad hoc basis.
2. If You commission any design for any of Your adopted cow(s), You agree to comply with the Guidelines and Approval Process for Commissioned Designs to be provided by Us.
3. The location(s) in London where the cow(s) You adopt will be placed will be determined by Us, except where you have elected to obtain a site from our 'hot sites' drawer and will then still be subject the obtenance of due planning approvals.
4. If Your cow(s) sustains damage during the event, CowParade, in its sole discretion, may make any reasonable repairs to Your cow(s) and shall determine if, when, and how it will repair the cow(s).
5. You will be permitted subject to any terms and conditions we may impose to use the name 'CowParade' and the cow design(s) which appear on Your adopted cow(s) only for the purpose of general promotion or advertising of Your products or services and in any case only until December 31, 2002. Any use by You of the name 'CowParade' or the cow design(s) for promotional or advertising purposes must be approved by Us in order to protect Our good name and high character. We will respond to a request for approval within ten business days after Your request is received by Us. You acknowledge and agree that You do not own any right, title or interest in the name 'CowParade' or any of the cow 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.
6. We will determine which of the adopted cows, if any, are to be auctioned. You will not be entitled to receive any proceeds from the auctioning of any of Your adopted cow(s).
7. This Patron's Order Form does not create a joint venture or partnership, employer and employee, or principal and agent relationship between You and Us nor does it give You any ownership interest in the adopted cow(s). The adopted cow(s) are owned by Us. If you materially violate the terms or conditions of this Patron's Order Form or if You choose to commission a design for Your adopted cow (s) but do not comply with the Guidelines and Approval Process for Commissioned Designs referred to above, We reserve the right to terminate Your sponsorship of the adopted cow(s).
8. You cannot transfer or assign this Patron's Order Form or any part of it without receiving prior written consent from Us.
9. No waiver of any term or condition in this Sponsorship Order Form will be valid unless in writing and signed by the waiving party. Any modification of any term or condition in this Patron's Order Form will not be effective unless in writing and signed by both You and Us.
10. This Patron's Order Form will be governed by the laws of England & Wales and subject to the jurisdiction of the courts of England in the event of any dispute. Neither You nor We will be liable to each other 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.

Signature \_\_\_\_\_ Date \_\_\_\_\_