



2017 'Paint the Aves' Business Participation Agreement

WHAT IS 'PAINT THE AVES':

Michigan State University's Homecoming Committee and the City of East Lansing's Downtown Management Board are co-hosting the third annual homecoming event titled 'Paint the Aves'.

'Paint the Aves' is a window painting competition in which MSU student organization groups partner with downtown businesses to paint a portion of their business windows with a homecoming related theme. This year's theme is "Uniquely Spartan". Student groups will be assigned to individual businesses and be responsible for preparing and painting a design approximately 3 feet by 4 feet in size.

There is **no cost** for a business to participate!

Below please find detailed information as it relates to program requirements and administration.

TIMELINE:

Student Teams will paint the design on business windows anytime between Monday, October 16, 2017 at 8:00 a.m. and Tuesday, October 17, 2017 at 5:00 p.m. The window paintings will be juried the evening of Tuesday, October 17, 2017. Student teams are required to coordinate with the business representatives to pre-determine a painting time. All temporary art installations will remain on the windows until Sunday, October 22, 2017.

DESIGNS:

Student teams will be responsible for developing the window design. The design will incorporate the homecoming theme in some way, and may include reference to the opposing team for the homecoming game. Student organization groups *can* include their name or letters, but those items should *not* overtake the focus of the design. Additionally, there should **not** be an inclusion of the store name or any sort of advertisement included in the design.

COMPETITION:

All painted window installations will be judged by a five member committee consisting of representatives from the City of East Lansing and Michigan State University. The committee will judge using a scoring matrix for specified categories including: Craftsmanship, Creativity, Spirit, and Adherence to the Homecoming Theme. In the event of heavy rain or damage to the painted windows, MSU Student Groups will be asked to make touch-ups to their windows mid-week.

The Winning Business/MSU Student Group Team will be announced on Friday, October 20, 2017 and recognized during a City sponsored press event just prior to the Homecoming Parade.

Prizes for the Student Group Winners:

First Place: Up to \$200.00 in Visa gift cards (\$20.00/person)

Second Place: Up to \$150 in Visa gift cards (\$15/person)

Third Place: Up to \$100 in Visa gift cards (\$10/person)

All participating businesses and student groups will be included on the Downtown East Lansing and Homecoming websites. The City of East Lansing will also produce a map, highlighting the locations of the painted window locations. That map will be shared with the general public and on campus.

WINDOW PAINT REMOVAL:

All temporary art installations will remain on the windows until Sunday, October 22, 2017. Paint will be scheduled for removal on **Monday, October 23, 2017**. A professional window cleaning company will remove the paint for FREE. If your business would like for the cleaning company to clean their window, please indicate that on the enclosed registration form.

SUBMISSION OF COUPONS PROVIDED TO MSU STUDENTS:

All participating student groups will be provided with coupons, highlighting the discounts/deals of downtown businesses. If your business would like to provide a coupon, please print 300 copies and deliver/mail them to the following remittance address: City Hall, C/O Claire Peabody, 410 Abbot Rd., East Lansing, MI 48823.

SUPPLIES:

Student teams will use tempera paint as it easily washes off of windows. Teams will be provided with red, blue, yellow, white, and black paint. Teams will be provided the opportunity to mix their own colors. In addition, teams will be provided with paper towels, and small containers of window cleaner, sponge paint applicators and paint trays. All supplies will be prepackaged and picked up by participating student groups prior to painting the windows.

Please note that only paint can be used in the installation. No additional items can be added to the art installation piece.

Enclosed please find a Business Participation Agreement. If you are interested in participating in this program, please fill out the contract form and return it to City Hall no later than **Wednesday, October 11, 2017**.



‘Paint the Aves’ Business Participation Form

Contact Name: _____

Contact Email Address: _____

Business Name: _____

Business Address (where painting is permitted): _____

Phone Number: (____) _____ Fax Number: (____) _____

I attest to participate in the City of East Lansing Downtown Management Board’s program titled “Paint the Aves’. I will commit to contributing 3 ft by 4ft of window space and allow MSU student groups to create a temporary art work. I understand that all painting must occur between Monday, October 16, 2017 at 8:00 a.m. and Tuesday, October 17, 2017 at 5:00 p.m.

By checking this box, I provide the City of East Lansing with permission to allow a professional window cleaning company to clean the window location where the Paint the Aves submission was placed. I understand that the City of East Lansing exempts itself of all liability in regards to the work completed by the cleaning company. All submissions will be removed on Monday, October 23, 2017.

By checking this box, I understand that my business accepts responsibility for the removal of the paint. I agree to remove all paint no later than Monday, October 23, 2017 at 5:00 p.m.

I also understand that all participating businesses will be assigned to student organization groups on a first come, first serve basis.

Signature

Date

*Please return this signed form by **Wednesday, October 11, 2017** to the following remittance address:

City Hall
C/O Claire Peabody
410 Abbot Rd.
East Lansing, MI 48823

Or Email: dmbcoordinator@cityofeastlansing.com
