

# ACRISURE<sup>®</sup> ARENA

#TheDesertNine  
Proposal





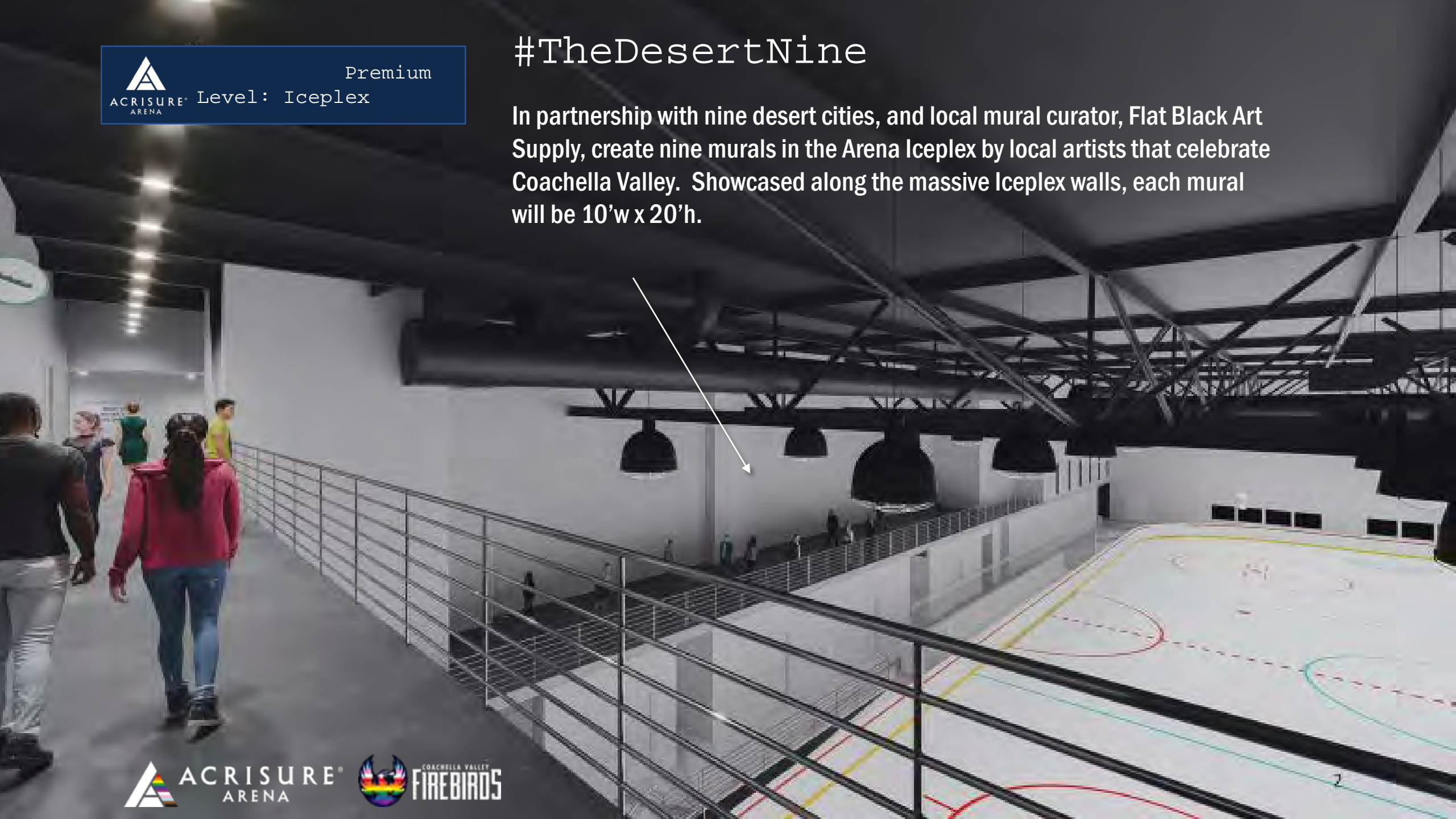
ACRISURE ARENA

Premium

Level: Iceplex

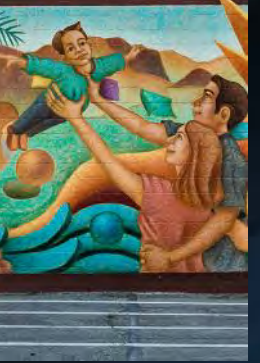
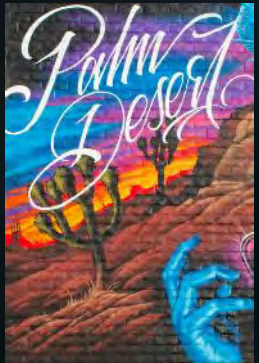
# #TheDesertNine

In partnership with nine desert cities, and local mural curator, Flat Black Art Supply, create nine murals in the Arena Iceplex by local artists that celebrate Coachella Valley. Showcased along the massive Iceplex walls, each mural will be 10'w x 20'h.



# #TheDesertNine

Bold colors, iconic settings and whimsical interpretations of desert landscapes will serve as the perfect Instagrammable background highlighting the unique qualities of each city. Both City and artist social handles will be featured, and each mural will feature a connective graphic thread.





## #TheDesertNine

With over 200k guests\* frequenting the Iceplex annually, the murals\* can be seen from multiple levels, and will take visitors and locals on a visual journey across our Valley.

Acrisure Arena will provide the overarching theme for the murals which will celebrate unity and diversity of our remarkable landscape and culture. Cities will collaborate with Flat Black Art Supply and Acrisure Arena to select artists for the project and Acrisure Arena will approve final artwork.

The murals will be featured at the Arena for a minimum of three years.



## City Sponsorship: \$10,000

Sponsorship (paid to Flat Black Art Supply) includes:

- Curation and creation of all artwork
- Installation and insurance requirements (provided by Flat Black Art Supply)
- Artist recognition plaques and large format signage highlighting the collection and each desert city produced by Acrisure Arena
- 1,000 oversized postcards representing each mural produced by Acrisure Arena
- Invitations for up to 10 guests to attend #TheDesertNine Reveal party (produced by Acrisure Arena)
- Acrisure Arena Website highlight, minimum one post and story via social channels @AcrisureArena, and feature in Arena newsletter
- Inclusion in Arena opening PR campaign, distributed nationally.



## Timeline

### August 15 - 26

- Artists selected and approved by each city, with support from Flat Black Art Supply and Acrisure Arena

### August 29 – September 16

- Conceptual mural designs submitted to Flat Black Art Supply.

### September 19 – October 1

- Flat Black Art Supply submits mural concepts to each City and Acrisure Arena for review/approval.

### October 3 – October 17

- Mural concepts approved

### November 1 – 30

- Mural painting

### December 1 – 9

- Plaque/signage installation, touch-ups

### January 4

- Opening Celebration and Mural Unveiling