

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 1.5 million 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.

With hundreds of cows adorning the streets and buildings of Dublin, all our sponsors will gain national recognition and can develop a high positive profile from their sponsorship of Baileys CowParade Ireland.

**There are exclusive benefits available only to our sponsors. It is expected that an estimated 1.5 million people will see your cow(s) during the parade.**

## SPONSOR'S TERMS AND CONDITIONS INCLUDE:

### DESIGNS, ARTIST'S ROYALTY PAYMENTS & COPYRIGHT WAIVER

### THE COWS:

**Sponsors may adopt one (1) or more cows.**

Sponsors may select from among the designs submitted from the 'open call' to Irish Artists already held on file and from which 800 designs are already available for the basic price of €8,500 (+ 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 sponsor is able to use their design in their own publicity activity for the duration of their sponsorship - subject to the terms below. Sponsors may also commission designs from top artists and designers, celebrities and other famous names.

Sponsors may commission their own artists to design their cow(s). Should a sponsor wish to find their own artist, the designs they develop will be subject to design approval by the CowParade Ireland Art Committee. Before finally commissioning their own design(s), sponsors 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 sponsor in addition to the €8,500 (+VAT) cost of the cow itself.

## SITE LOCATION, MANUFACTURE & MAINTENANCE

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

## MARKETING RIGHTS

All designs commissioned by CowParade Ireland Art Committee come with an open license for their sponsor 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 sponsor's Order Form and during the life of the Baileys **CowParade Ireland 2003** - up to 31/12/2003 at the latest - and may terminate earlier in the event that their design is sold at auction in October 2003.

Sponsors can also publicise their support for Baileys **CowParade Ireland 2003** on the same terms and are to use it's logo as part of their own marketing and publicity materials and activity – subject to approval by CowParade Ireland Art Committee in order to protect the image and profile of Baileys **CowParade Ireland 2003**.

## OFFICIAL STATUS

Sponsors will be designated an '**Official Sponsor of CowParade Ireland 2003**'.

## PR EXPOSURE

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

## COWPARADE PLAQUE

Sponsors will receive individual recognition on the permanent plaque affixed to the PLAQUE 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

Through the live auction certain cows will be auctioned, which means you will be contributing to principal charities The Dublin Simon Community and The Jack and Jill Foundation, as well as making a lasting impression on education and the arts in Ireland. Sponsors 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 2003 auctions (whether live or internet-based) will transfer to the buyer on the date the due bid price clears the bank account of CowParade Ireland.

At that time all sponsors' 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 sponsors' rights will expire and revert automatically to CowParade Ireland Ltd as of midnight on 31/12/2003 and no new use of the design or association with CowParade Ireland can be made by sponsors thereafter.

## COWPARADE WEBSITE

All sponsors will receive recognition on the official CowParade website, which will include a listing of all sponsors and provide sponsors with logos and hyperlinks, etc., based on their level of participation.

## SUMMARY

**Basic Financial Consideration: €8,500 (plus VAT) per cow.**

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

# Baileys CowParade Ireland 2003 Sponsor's Order Form

No of cows	Price (€)	VAT	Total	Tick Box
1	8500	1785.00	10285.00	
2	16500	3465.00	19965.00	
3	24000	6855.00	30855.00	
5	39900	397.90	43387.90	
10	75000	15750.00	90750.00	

*(tick box to indicate the number of cows you wish to order)*

Please send me an invoice for quantity of cows indicated above to:

NAME: _____	COMPANY: _____
ADDRESS: _____	TEL: _____
_____	FAX: _____
_____	MOB: _____
_____	E-MAIL: _____

Cheques to be made payable and sent to:

**CowParade Ireland Limited, 6 Ely Place, Dublin 2**  
Tel: (01) 6690122, Fax: (01) 6690089, E-mail: cowparade@ogilvy.com

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 Ireland Limited.

#### TERMS & CONDITIONS.

You ('You' or 'Your') acknowledge that You are submitting this sponsor's Order Form and a cheque in the amount the number of cows you are ordering to Cow Parade Ireland Limited, 6 Ely Place, Dublin 2, in exchange for certain promotional benefits to be provided by CowParade Ireland Limited. ('Us,' 'We' or 'Our') regarding Baileys CowParade Ireland 2003. You agree to be legally bound by the following terms and conditions:

- The benefits to be provided by Us to You are described on the other side of this Sponsors's Order Form and are subject to the terms and conditions of this Sponsors'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.
- 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.
- The location(s) in Ireland 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 obtention of due planning approvals.
- If Your cow(s) sustains damage during the event, CowParade Ireland Limited, 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).
- You will be permitted subject to any terms and conditions we may impose to use the name 'Baileys CowParade Ireland 2003' 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 2003. 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.

- 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).
- This Sponsor'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 Sponsors'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).
- You cannot transfer or assign this Sponsors's Order Form or any part of it without receiving prior written consent from Us.
- 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 Sponsors's Order Form will not be effective unless in writing and signed by both You and Us.
- This Sponsors's Order Form will be governed by the laws of the Republic of Ireland and subject to the jurisdiction of the courts of the Republic of Ireland 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 \_\_\_\_\_



## Sponsors Introduction

**Baileys CowParade Ireland 2003 will be the biggest public art event Ireland has ever seen.**

Our public art exhibition will help create a bright new atmosphere in Ireland and bring a uniquely fun but highly creative twist to Irish Art. We also know that the public just adore our cows and find them impossible to ignore. Baileys CowParade Ireland 2003 has already secured the support of prominent art organisations, politicians, artists and celebrities. Now we are offering companies and organizations; restaurateurs, hoteliers, retailers; and individuals from all walks of life the opportunity to become a sponsor of CowParade Ireland 2003.

Baileys CowParade Ireland will launch in Dublin in June 2003 running for three months and is destined to be a major public event. The success experienced in the US from parades in Chicago, New York, Kansas City, Stamford and Las Vegas, as well as Sydney and London, has generated a strong interest from other countries, demonstrating the great potential CowParade has to offer host cities.

Baileys CowParade Ireland 2003 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, where one of our two appointed charities secure the sale of one or more cows, that charity will receive a donation from the proceeds of that sale. All cows sold at auction will generate a donation to two major causes: The Dublin Simon Community and The Jack and Jill Foundation. This will contribute towards 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 euros to benefit the homeless and families in need of comfort, advice and protection.

As a sponsor, 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 imagination and also help good causes - giving you more than just a good feeling! Finally, but most importantly, your sponsorship will be supporting a major public art event that will help to keep Ireland on the world's Art Map and demonstrate our national commitment to public art and culture that is accessible to people from all walks of life.