

Bearlieve It or Not

Beware, the *Bears* are back!

Bearlieve It or Not is a collaborative public art project that will support Litchfield County and promote tourism, enhance the visibility of local artists, build a sense of community throughout the region and beautify the business districts and towns.

The bears are made from a fiberglass-polyester resin mix that is strong enough to withstand normal wear and tear. The outer surface is primed white and given to artists to create their masterpieces.

Business and community members will be invited to participate by Adopting individual bears. Adopters will have the opportunity to choose an artist and/or design from a portfolio of accepted proposals. Adopters will choose an artist in the order that they committed to sponsorship. Once completed, each bear will be secured to a base and displayed with an Adopter plaque which will include the artist name, title of the bear and Adopter's name.

Completed bears will be on display throughout the Region during August through October. Art lovers, animal adorers and tourists to the region will have the unique opportunity of viewing these artistic creations.

Once the public exhibition period ends, Adopters have the opportunity to retain ownership and possession of their creation by purchasing their bear.

Bears that are not purchased by their Adopters will be sold at the **Bearlieve It or Not** auction in November 2010. The auction will be held to raise money for the two collaborating organizations, thus allowing them to expand their efforts in promoting a thriving community.

Dancing Bear ~ \$1,000

(36" H on a 2" H base)

Opportunity to 'buy back' your bear for an additional \$1,000

Inclusion of company name on all printed materials and website

Inclusion of company name in radio and television advertising rotation and on your bear's plaque

Half page ad in auction program guide

Four (4) complimentary tickets to the auction



Sitting Bear ~ \$1,000

(29" H, 18" W, 22" D)

Opportunity to 'buy back' your bear for an additional \$1,000

Inclusion of company name on all printed materials and website

Inclusion of company name in radio and television advertising rotation and on your bear's plaque

Half page ad in auction program guide

Four (4) complimentary tickets to the auction



Yes! I would like to Adopt a Bear!

Company (ies)/Individuals (s)
(as you wish to be listed on all materials)

Contact _____

Address _____

Phone _____

E-Mail _____

Adoption Chosen

- Dancing Bear
- Sitting Bear

Payment Method

- Check Enclosed. Please make check payable to *Northwest Connecticut Chamber Education Foundation**
- Please charge my MasterCard or Visa
(a \$4 service fee will be added to all credit card payments)

Credit Card # _____

Exp. Date _____ CVC Code _____

*NW CT Chamber Education Foundation is a charitable non-profit organization as described in section 501(c)(3) and is eligible to receive tax-deductible contributions in accordance with IRS code section 170. Sponsorships of *Bearlieve It or Not* are fully tax deductible as allowed by law.

Return to: *Bearlieve It or Not*
 c/o NW CT Chamber Education Foundation
 333 Kennedy Drive, P.O. Box 59
 Torrington, CT 06790
 Phone: 860.482.6586
 Fax: 860.489.8851
 www.bearlieveitornot.com
 bears@nwctchamberofcommerce.com

Collaborating Organizations

LARC

Larry Cassella, Executive Director
www.litchfieldarc.org

LARC is the oldest charitable non-profit organization dedicated to improving the lives of individuals with intellectual disabilities, their families and the community of Northwest Connecticut. Daily, over 300 individuals receive support through LARC's vocational, residential, recreational and educational programs.

Northwest CT Chamber Education Foundation

JoAnn Ryan, President & CEO
www.nwctchamberofcommerce.org

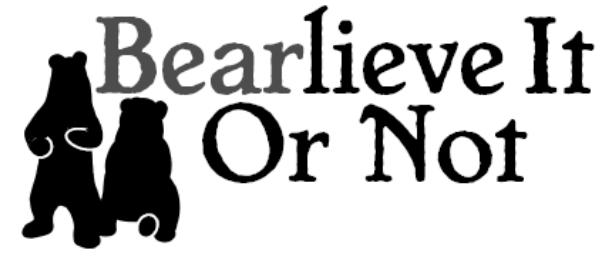
The Chamber Education Foundation, founded in 2007, provides initiatives and educational programs benefitting residents and visitors of this beautiful region. The Foundation supports Leadership Northwest, Read Aloud, The Wellness Directory and the WOW! Forum through the Chamber of Commerce and is undertaking the creation of the Northwest CT Welcome Center.



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c/o Northwest CT Chamber Education Foundation
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Adopt A Bear

Sponsorship Materials

bearlieveitornot.com