



# Blue Heron Waterway Gallery

## SPONSOR INFORMATION

The Blue Heron Waterway Gallery is **an outdoor public art display** located between the Great Bridge draw bridge and the Great Bridge locks in the Great Bridge Locks Park section of Chesapeake. This is **the first-known waterway gallery in the US**. The gallery is designed to highlight the natural beauty of Chesapeake while also **attracting waterway visitors to our city**.

GoChesapeake Initiative  
c/o Virginia Water Tourism Corp



732 Eden Way North | #542 Suite E  
Chesapeake, VA 23320  
GoChesapeake.net  
757.296.3404



**Advance Over the Causeway at Great Bridge** | W. Glen Roberts  
Sponsor: TBD



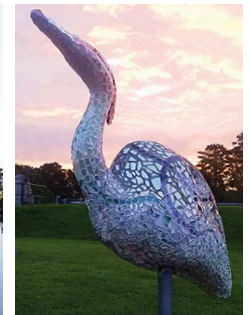
**Upward Aspirations** | Myke Irving  
Sponsor: Essential Contractors, LLC



**The Tribute** | Corrin Pumphrey  
Sponsor: TBD



**Jewel of the Intracoastal** | Myke Irving  
Sponsor: TBD



**Off The Hook** | Myke Irving  
Sponsor: Off The Hook Seafood & Chophouse



**Serenity** | Myke Irving  
Sponsor: Essential Contractors, LLC

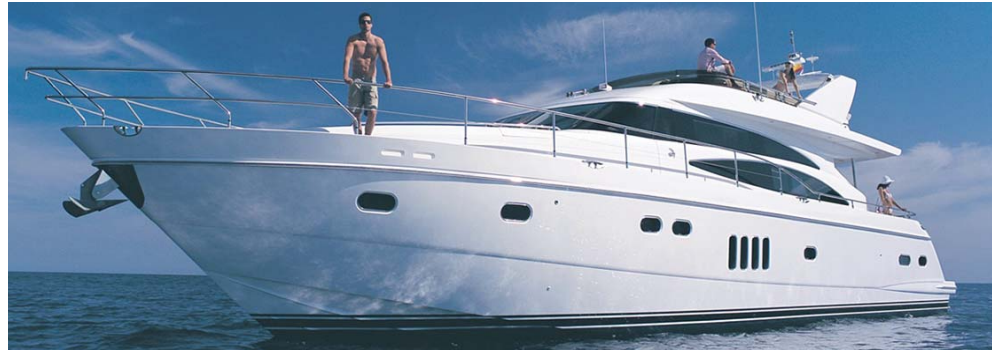


— COMING SOON —

**YOUR SPONSORED HERON STATUE HERE**

Title | Artist Name  
Sponsor:

Title | Artist Name  
Sponsor:



## About Us

Virginia Water Tourism Corp is a 501(c)(3) non-profit organization working to promote tourism along the Atlantic Intracoastal Waterway. Through our GoChesapeake initiative, we work to promote Chesapeake as a waterway destination for the 10,000+ boaters that cruise through our city each year.

## Our Program of Work

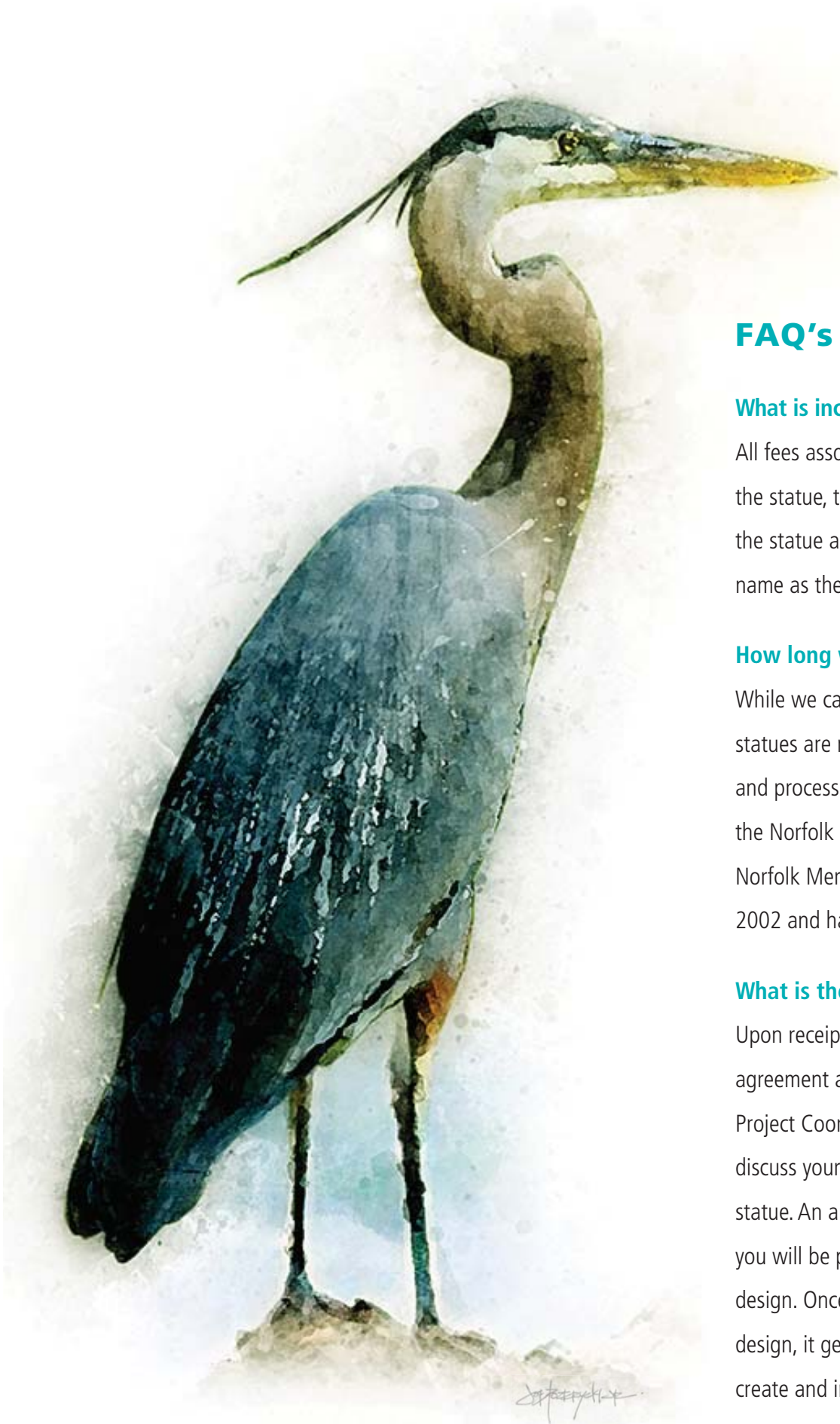
We host several hospitality events for the boaters during the spring and fall — the peak times they cruise through the city. We also produce several fundraising events in the community: The Marker 12 Boat Festival, Rock The Park and Rock The River. Our efforts help generate additional funding for schools, libraries, public safety, and transportation projects while also creating quality job opportunities for our citizens.

## About Waterway Tourism

- Each year, between 10,000 and 12,000 yachts travel through Virginia via the Atlantic Intracoastal Waterway (AICW).
- According to the World Travel & Tourism Council, for every \$1 spent by visitors, another \$3 to \$4 is generated across the economy.
- Sadly, the majority of boaters cruise right through Chesapeake without stopping.
- Chesapeake has literally been “missing the boat” when it comes to capitalizing on this economic sector.

## Why Sponsor

Public art adds enormous value to the cultural, aesthetic and economic vitality of a community. It is a well-accepted principle of urban design that public art contributes to a community's identity, fosters community pride and a sense of belonging, and enhances the quality of life for its residents and visitors.



## FAQ's

### What is included in the sponsorship?

All fees associated with manufacturing the statue, the artist fee, installation of the statue and a plaque bearing your name as the sponsor.

### How long will the statue last?

While we can't offer any guarantees, the statues are made by the same materials and process used in the production of the Norfolk Mermaid statues. The Norfolk Mermaids were first installed in 2002 and have held up extremely well.

### What is the process?

Upon receipt of your sponsorship agreement and sponsorship fee, our Project Coordinator will be in touch to discuss your goals and vision for the statue. An artist will be assigned, and you will be presented with a conceptual design. Once you've settled on the design, it generally takes 3 months to create and install the statue.



# Blue Heron Sponsor

## OFFICIAL FORM

Company Name

Contact Person

Title

Billing Address

Phone Number

E-mail Address

### Instructions:

Send your completed Sponsor Form along with your sponsorship made payable in US dollars to:

**Virginia Water Tourism Corp**  
**732 Eden Way North**  
**#542 Suite E**  
**Chesapeake, VA 23320**

### Sponsor Fees Per Statue:

**\$3,000**

if part of a public art display

**\$5,000**

if installed on private property.

### Direct any inquiries to:

Dawn Matheson, Chairman

757.403.7722

dawn@gochesapeake.net

### Blue Heron Sponsors agree to the following terms and conditions:

- 1 The Blue Heron Committee, herein after referred to as "the Committee," reserves final determination on placement of Sponsored Heron statues and on the time period of exhibition when the Sponsored Heron is part of a public art display.
- 2 Sponsor may work with our artists or commission an artist independently. All designs must be pre-approved by the Committee. Corporate logos are not permitted as a design element.
- 3 If Sponsor chooses to redecorate their Blue Heron statue after installation, it will be at the Sponsor's expense, and the new design must be approved by the Committee.
- 4 If damage to the Blue Heron statue occurs, the Committee will not be responsible for any of the repairs.
- 5 In the unlikely event of theft, the Committee will work with appropriate law enforcement agencies to recover the Blue Heron statue and/or prosecute perpetrator(s) to the fullest extent of the law.
- 6 Any modification or waiver of any term or condition in this agreement will not be effective unless submitted in writing and signed by both parties.



Acknowledged

Date

### Note:

Virginia Water Tourism Corp is a 501(c)(3) non-profit organization.

Our Tax ID is 82-1299164.

Your sponsorship may be tax deductible. Please consult your accountant for a determination of eligibility.



*We are so very grateful for your support!*