

Loughery Mural Artworks Foundation *presents*

THE
wayfinder
PROJECT



A top-down view of several open paint containers of various colors. The colors include white, light green, yellow, orange, red, blue, and dark green. The paint is thick and has a slightly textured appearance. The containers are arranged in a cluster, with some overlapping. The text "Her brush strokes tell stories." is written in a white, cursive font across the center of the image.

Her brush strokes tell stories.



Big, bold stories.

AUTHENTIC AND COMPELLING. HONEST AND REAL.

Each splash of colour is a line in a story about a community. Communities smaller than the world around them, yet filled with people and history as large as life anywhere in the world.

Using streets, buildings and alleys literally as her canvas, she transforms local stories, legends and characters into magnificent, larger than life tableaux.

The painter raises her brush, and the story begins.



The Wayfinder Project invites you to participate in the creation of the most ambitious mural project in Canadian history.

IT IS A BOLD INITIATIVE THAT WILL TOUCH COMMUNITIES across the West, where world-renowned artist Michelle Loughery will apply her unique talent for involving youth having little or no direction in their lives, to give them a sense of purpose and belonging.



It is an opportunity to invest as a corporate sponsor, together with funding from our municipal, provincial and federal governments, forming a lasting legacy forever associating your name or corporate identity with all of the positive influence that The Wayfinder Project now prepares to bring into the hearts of communities across the West.

My murals are about people having an effect on their cities, taking responsibility for their visual and physical environment, leaving records of their lives and concerns, and in the process transforming neighbourhoods, making inspiring artists out of the youth and our communities.

— MICHELLE LOUGHERY

AMONG HER MANY SUCCESSES, MICHELLE IS A RECIPIENT of British Columbia's Community Achievement Awards Program for which she was honoured by BC's Lieutenant Governor and Premier for her Thompson Okanagan Historic Mural Project in Vernon, BC.

World-renowned as a master muralist, Michelle is recognized as the only muralist in the world to have created a community-based Youth Mural Program that hires and teaches local aboriginal youth and youth at risk. The program provides youth with firsthand experience and training not available through traditional educational resources. While Michelle and her team mentor and teach an array of job and life skills, they also encourage youth to view art as a sustainable business and a tool for economic revitalization.

Success of her Youth Mural Program is made evident by so many youth participants having gone on to remarkably successful lives as teachers, architects, engineers, chefs and artists. More than four hundred youth in communities around the world have benefited from the Youth Mural Program.





Michelle Loughery's paintings are far from ordinary murals. They are talking walls: stories told in paint, with every brush stroke becoming part of a conversation between all members of the community. A talking wall speaks to the future, just as it connects to the past.

THERE'S FAR MORE TO MICHELLE'S MURALS than what lies on the surface. That's because the real story goes far deeper, reaching out and touching the lives of everyone in the community.

Michelle draws from the community, in particular aboriginal and at-risk youth, to help create these awe-inspiring pieces of urban art. Most have never held a brush in their hands before. Yet by the project's end, they will not only have acquired practical experience in the creative arts, but more importantly, they will have gained valuable life skills and confidence that they can draw from for years to come.

Through the auspices of The Wayfinder Project, the creation of large wall murals are to be strategically located in high-traffic areas within rural communities. Both individually and collectively, mural sites can be promoted as tourist attractions, encouraging visitor and

tourist travel throughout provincial transportation corridors and building connections among chosen communities through thematically linked storytelling.

Each mural site will be consistent to an overall thematic design and be constructed of the same materials.



Municipal, provincial and federal governments have announced their support of Michelle's work – and now we are calling for matching funds from corporate sponsors.



ART AS A CATALYST FOR GROWTH

ONE OF CANADA'S MOST IMPORTANT AND PRESTIGIOUS cultural community projects, The Wayfinder Project will effectively link our communities, connecting them through a series of stunning new storytelling murals that serve to redefine each community as an exciting and educational Cultural Tourism Destination. So doing, The Project will introduce our communities to the benefits of our most recent tourism industry strategies.

Cultural Tourism is the fastest growing segment of the tourism industry. It is a key element in the design of economic development plans. For example, Cultural Tourism's measurable impact on the Cariboo Region, including the communities of Wells and Barkerville, is over \$10-million annually.



The future belongs to those who believe



© Michelle Loughery '05



A FEW WORDS ABOUT THE PICTURES

“I entered the Mural Project into a world of social and emotional support, an environment that encouraged and supported my redevelopment, structured a proper social attitude, and drew me out from my shield of social separation.”

— SHANE *mural crew participant*

“I now have the confidence and motivation to do everything I can physically and mentally do. I am no longer lost and afraid but I feel I am found and ready to live.”

— KIM *mural crew participant*

“As beautiful as the mural is, it doesn’t compare to the beautiful things it has done for the community. The Mural Project is a powerful tool. Michelle is helping to make this community and the world a better place through the kids and her work.”

— JOHNNY REID *country music star*

“This job taught me about teamwork, the mural crew became like family and I learned how to become reliable and a good team player.”

— SHELLY *mural crew participant*





“Just as she often looks at the rough and blemished walls of unattractive buildings and sees potential for beauty, she looks at people that others shy away from and sees the potential for something good and lasting. She uses her artist skills and her words of encouragement and gives these kids a chance to discover that they truly have the potential for good things and meaningful lives. They are literally redrawing the portraits of their lives, with the clear tones of hope for the future. They’ve upgraded from their days of smearing graffiti in public places to improving their world with colourful spaces.”

– MINISTER STOCKWELL DAY



“We are getting rid of some of the old stereotypes by showing the residents of the area that youth can carry out a project, from start to finish, and make the world a more pleasant place while they are doing it.”

– PHOEBE ARCHACHAN
youth crew member 2008

“I believe the murals help make local residents more aware of history and they become an economic asset because they draw tourists to the area. It gives credence to the past – if a community believes in its past, it will benefit it in the future.”

– PETER BLUNDELL
past-president, Heritage Society of BC

This isn't just paint on the wall, it is paint that reflects the spirit of a community, it reflects the broad sense of what a community has to offer and it reflects the strength of the young people that are coming into this mural program. I think it works because young people feel connected to their community.

— PREMIER GORDON CAMPBELL

FOR THOSE WITH INSIGHT AND IMAGINATION The Wayfinder Project is an outstanding opportunity to grow their business by connecting it to one of the most high-profile urban art projects ever brought to Western Canada.

It is a concept worthy of your support, a visionary program that will keep the lifeblood of both rural and larger communities flowing with economic viability resulting from increased tourism, providing physical benefits of urban renewal to further enhance the dynamic livability of our communities.

The Wayfinder Project will serve as an economic catalyst to communities across Western Canada through benefits that ripple far beyond the communities where the murals are created.

Long after The Wayfinder Project has been launched, the benefits of having the murals in place will continue to enhance the attractiveness of the West, as a world-class tourism destination.

The Wayfinder Project will provide a unifying, forward-looking, positive sense of direction that honours the past while proudly proclaiming a promising future.





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THE MISSION OF THE LOUGHERY FOUNDATION is to be Canada's leading presenter of murals through community art created through education and outreach activities with at risk kids, across the West, Canada and the world. Through the presentation of her murals Michelle says "My vision is that within the next five to ten years the rural communities of British Columbia that have suffered the effects of rural decline will have been revitalized, moving forward to a new-age version of its previous state of economic, cultural, and ecological sustainability. More specifically, I want to see British Columbia become a lively, empowered and engaged community with an active appreciation of and participation in the arts as an integral part of life. I do this work for the kids and the community."

Foundation

- The Loughery Mural Artworks Foundation
- Not-for-profit Organization (application for Charitable Status in process)
- Incorporated in 2008

Venues

- The Wayfinder Project will begin its journey in 2009
- Then on to locations over the next 3 years... for example, communities in BC that are located in high visibility public stops along well-travelled highway corridors
- British Columbia
- Alberta
- Canada
- North America and beyond

Demographic of at-risk youth

- Age 15-29
- Female/Male
- At risk youth... emerging artists and youth in training

Demographic of audience

- Public – cuts across all age groups- school age to seniors – emphasis 18-54
- Cultural tourist demographics tend to be well educated/higher socio-economic tiers/stay longer/spend up to 8.7% more per trip/age range 35-65
- Cultural tourism fastest growing sector in tourism – worldwide

Economic impact

- Improves the socio-economic well being of our communities
- Helps at risk youth become motivated and productive contributors to their communities
- Local income, economic and volunteer hours per month impact in each community

TIER I

Platinum or Master Sponsor

Print Crediting

Sponsor will receive crediting as follows:

MASTER SPONSOR, THE WAYFINDER PROJECT

In all mural materials, including, but not limited to information brochures, programs, poster and print and electronic media, advertising, and

- First Brush stroke media release
- Mention in all media releases and newsletters, websites and documentary (with logo).

Specific Guaranteed Acknowledgment

- Top Tier recognition as the host of each community wall opening and youth art show
- Full page color advertisement in the Wayfinder Guidebook
- Full page color advertisements in the Travel and Tourism books

Tier One logo acknowledgment on:

- Full page magazine advertisements (Arts programs, Tourism media package – ad buy to be determined)
- Mural posters
- Mural brochures
- Sponsor and donor plaque on permanent structure of the Wayfinder mural
- Dedicated sponsor banner on site
- Logo on designated promotional merchandise

Wayfinder Employee Engagement Event

This will be a premier event that allows sponsors to participate and paint with the kids – paint and talk at the wall – up to 20 Employees to attend the paint the wall event and the VIP ribbon cutting event to follow the day of painting.

- Event to be held on the last day of painting at the wall
- Sponsor to receive recognition from the community leaders at the event, event signage, event program and associated media
- Sponsor to receive recognition from the Premier – high profile exposure on regional and national broadcast and to be presented with a giclee print of community mural design

TIER II

Gold Sponsor

Print Crediting

Sponsor will receive crediting as follows:

GOLD SPONSOR, THE WAYFINDER PROJECT

In all mural materials, including, but not limited to information brochures, programs, poster and print and electronic media, advertising.

Specific Guaranteed Acknowledgment

- Full page color advertisement in the Wayfinder Guidebook
- Full page color advertisements in the Travel and Tourism books

Tier Two logo acknowledgment on:

- Half page magazine advertisements (arts programs, Tourism media package – ad buy to be determined)
- Mural posters
- Mural brochures
- Sponsor and donor plaque on permanent structure of the Wayfinder mural
- Invitation and banner at each community wall opening ceremony and youth art show

Wayfinder Employee Engagement Event

- There will be a ribbon cutting event
- Tier 2 Gold sponsors to receive 4 tickets to the VIP event
- Event to be held on the last day of painting at the wall
- Sponsor to receive recognition from the community leaders at the event, event signage, event program and associated media

TIER III

Silver Official Local Sponsor

Print Crediting

Sponsor will receive crediting as follows:

SILVER SPONSOR, THE WAYFINDER PROJECT

In all mural materials, including, but not limited to information brochures, programs, poster and print and electronic media, advertising, name and logo on website.

Specific Guaranteed Acknowledgment

Tier Three logo acknowledgment on:

- Mural posters
- Mural brochures
- Sponsor and donor signage on permanent structure of the Wayfinder mural
- Websites
- Documentary

Wayfinder Employee Engagement Event

- There will be a ribbon cutting event
- Tier 3 Silver sponsors to receive 4 tickets to the VIP event
- Event to be held on the last day of painting at the wall
- Sponsor to receive recognition from the local community media
- Opportunity to distribute the project material at company events

TIER IV

Bronze Local Sponsor

Print Crediting

Sponsor will receive crediting as follows:

BRONZE SPONSOR, THE WAYFINDER PROJECT

In all mural materials, including, but not limited to information brochures, programs, poster and print and electronic media, advertising, local media.

Specific Guaranteed Acknowledgment

Tier Four logo acknowledgment on:

- Mural posters
- Mural brochures
- Sponsor and donor plaque on permanent structure of the Wayfinder mural
- Websites
- Documentary

Wayfinder Employee Engagement Event

- There will be a ribbon cutting event
- Tier 4 Bronze sponsors to receive 2 tickets to the VIP event
- Event to be held on the last day of painting at the wall
- Sponsor to receive recognition from the local community media
- Opportunity to distribute the project material at company events

TIER V

Lifestyle in Kind Sponsor

Print Crediting

Sponsor will receive crediting as follows:

LIFESTYLE SPONSOR, THE WAYFINDER PROJECT

- Name/logo on website
- Opportunity to distribute project material at company events
- Dedicated sponsor banner on site
- Recognition as MLM sponsor for entire year

TIER VI

Media Sponsor

Print Crediting

Sponsor will receive crediting as follows:

MEDIA SPONSOR, THE WAYFINDER PROJECT

- Name/logo on website
- Opportunity to distribute project material at company events
- Dedicated sponsor banner on site
- Recognition as MLM sponsor for entire year

Other Services

Additional services we can provide to sponsors (depending on level of support):

- Personal appearances
- Wearables
- Merchandising
- Site visits with media opportunities
- Logo on scaffolding and site
- Tax receipt
- Funds in trust.

CONCLUSION

Call us to be a part of our emerging canvas

Contact us at:

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