

Horse Fever Rides Again



20TH ANNIVERSARY

JOIN THE WINNER'S CIRCLE!

A PUBLIC ART PROJECT PRESENTED BY:

mca
marion **cultural** alliance

FTBOA
FLORIDA THOROUGHBRED
BREEDERS' AND OWNERS' ASSN.

20th Anniversary Collection

Limited Edition – 20 Horses

HF 20/20 is a celebration of the beauty, the value, and the extraordinary resilience of the art's in our community. Public art has the unique power to animate our spaces, to build stronger communities, and to make our dreams and aspirations visible for the world to see. You can join in the work of strengthening our community's artistic and social impact by purchasing one of our 20th Anniversary Collection Horses.

HF 20/20 is brought to you by Marion Cultural Alliance and Florida Thoroughbred Breeders' and Owners' Association (FTBOA). Funds raised through HF 20/20 will benefit the continued operation and ability of Marion Cultural Alliance to fund grants, support local art organizations and to ensure the continued growth of our endowment.

A BLAST FROM THE PAST!

MCA continues our twenty-year collaboration with FTBOA by bringing to you a fan favorite Horse from the past. This unique horse will be the only horse sold at live auction, in March 2021. Proceeds, of which, will be shared between MCA and Florida Thoroughbred Charities, who supports Second Chances Farm, the only program in the nation partnering women inmates and thoroughbreds, creating life changing opportunities for healing and growth. FTC also funds impactful youth and education programs.

As the Horse Capital of the World, the equine industry has an estimated economic impact of 2.6 billion dollars to the local economy on an annual basis, while the non-profit arts and culture sector contribute approximately 56 million dollars annually. The Partnering of FTBOA and MCA is a win-win for you and Ocala/Marion County.

CELEBRATE IN THE "WINNER'S CIRCLE" WHILE SHOWCASING YOUR HORSE AND BUSINESS!

- Purchase a horse by 9/18/2020 and you will choose from either the HF 20/20 juried artist portfolio or may collaborate directly with a selected artist through MCA. (\$30,000 per horse, 10% discount for 2 or more horses sold to the same patron)
- Early commitments will have priority pick of artist designs and you and/or your company will be publicized on your journey to the Winner's Circle.
- Inclusion in the HF 20/20 project supports the continuance of public art throughout our community and connects you with the high-visibility brand of Horse Fever.
- Increase your business recognition with your choice of placement; as you may loan your horse to a prime public location or chose to keep it at your place of business, or personal space.
- Inclusion in HF 2020 marketing blitz that includes, but is not limited to:
 - Local, Regional and National print publications
 - Billboards, Social Media
 - Special event promotions
 - Websites – MCA, FTBOA
 - QR Code unique to your horse
 - Inclusion in HF 20/20 mapping

Marion Cultural Alliance

at Brick City Center for the Arts
23 SW Broadway Street
Ocala, Florida
352-369-1500

A PUBLIC ART PROJECT BY:



PATRON FORM

NAME:

ADDRESS:

PHONE NUMBER:

EMAIL:

REQUESTED LOCATION:

SELECTED ARTIST: FROM HF 20/20 PORTFOLIO ARTIST COLLAB THROUGH MCA

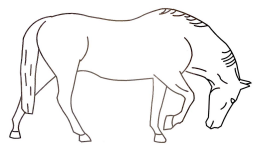
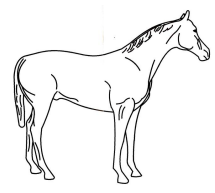
PLAQUE VERBIAGE: NAME:

BUSINESS:

ARTIST NAME:

HORSE NAME:

SELECT HORSE DESIGN:



A \$10,000 down payment is due by September 16, 2020. The balance of \$20,000 is due on December 18, 2020. Horses will not be moved to a final location without final payment. (10% discount on 2 or more horses sold to the same patron)

THANK YOU FOR YOUR SUPPORT!

Signature

Date

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