



Downtown Morgan Hill's Mushroom Art

What is Mushroom Art?

Mushroom Art is a temporary public art display that will attract people to downtown Morgan Hill, provide paid opportunities for local artists and raise funds for non-profit organizations that are named as beneficiaries of the event. The Morgan Hill Downtown Association (MHDA) as the event producer will place twenty-five fiberglass mushrooms throughout downtown Morgan Hill. Each mushroom will be three feet tall by 30 inches in diameter with each mushroom being sponsored by corporations, local small businesses and/or individuals.

When and where will Mushroom Art take place?

Mushroom Art will be on display throughout downtown Morgan Hill, CA. All twenty-five mushrooms will be put on public display around July 1, 2008 and will remain on display until September 30, 2008. Once the public display of the mushrooms has ended MHDA will host an auction where all of the mushrooms will be auctioned off with a percentage of the proceeds from each sale going to the named beneficiary of each respective mushroom. Walking maps showing the placement of each mushroom will be available at local outlets and on the Mushroom Art website.

Mushroom Art will attract visitors from outside of Morgan Hill and will be set up in such a way that people will walk throughout downtown to tour all of the mushrooms. This same format has been successfully used in San Jose, CA; New York, NY; Chicago, IL; San Francisco, CA and hundreds of cities around the world. These events are welcomed by the residents of the participating city as being something unique to their community and generate significant amounts of public interest and media attention along with raising money for local charity.

What does it cost to sponsor a mushroom?

The cost to sponsor an individual mushroom is \$1,500. Each sponsor will be name a non-profit as a beneficiary and will also select an artist from the Mushroom Art portfolio who will create their mushroom. As a Mushroom Art sponsor you will receive the following benefits:

- Right to name the beneficiary of your choice to your mushroom
- Right to select the design/artist of your choice
- Name inclusion in the Mushroom Art Walking Map

- Name inclusion and web link on the Mushroom Art website
- Right to use your sponsored mushroom's likeness in your marketing efforts
- Name inclusion on the mushroom's plaque
- One year membership to the Morgan Hill Downtown Association

Sponsors that wish to purchase their mushroom outright and avoid having it go to auction may do so at the time of signing their sponsorship agreement by paying an additional \$1,500 for a total of \$3,000. In the event that a sponsor purchases their mushroom in advance their named beneficiary will receive the same percentage of donation as if it was sold at auction. In other words the mushroom will be considered sold at auction for \$3,000 to the sponsor.

How do non-profits win?

A new sponsor will be asked to select a non-profit organization to be the beneficiary of their mushroom. The beneficiary will receive name recognition on the mushroom information plaque, on the walking map, on the Mushroom Art website and in the Mushroom Art auction guide. When each mushroom is sold during the Mushroom Art auction, the named beneficiary will receive a portion of the proceeds from the sale of that mushroom as a donation from the respective sponsor.

Who creates the mushrooms?

Local artists will be selected to create the Mushroom Art mushrooms. Artists will submit an "Artists Rendering" for pre-approval and once approved by the Selection Committee, will be included in the Mushroom Art portfolio for consideration by all of the sponsors. The portfolio will be a "blind" showcasing of the work that can be created by the individual artists for each sponsor. The names of the artists will not appear in the portfolio. Each artist/mushroom will be assigned a number in the portfolio and interested sponsors will indicate which number/artist they want to sponsor. At that time the artist and sponsor will be introduced and the fun begins.

Once an artist has been selected they will be notified and directed where to pick up their mushroom and they will receive 50% of the artist stipend. This stipend can be used by each artist for purchase of supplies or in any way that they see fit. The stipend is designed to help each artist further their career and create the art. Each artist will have a minimum of three weeks to complete their respective mushroom and will receive the second 50% of their stipend when the completed mushroom is returned to MHDA.

How do artists sign up?

Artists that are interested in creating a Mushroom Art design need to complete and turn in an Artist Agreement and an Artist Rendering. Both of these documents can be found by going to the Art Bay Area website. (www.artbayarea.com)

Artists need to download the artist agreement and artist template, complete the agreement and create a rendering plus provide a description of their design concept.

The artist then needs to submit this information for consideration and approval by the Selection Committee. Once approved the artists design will be included in the Mushroom Art portfolio where sponsors can select the design that best suits them. Once selected by a sponsor the artist will be given information on where to pick up their mushroom.

Once the mushrooms are on display the artist will receive recognition by having their name displayed on the information plaque affixed to their designed mushroom, inside the walking map, on the event website and inside the Mushroom Art auction guide.

How do I sign up?

Interested sponsors should contact the Morgan Hill Downtown Association to sign up as a sponsor of Mushroom Art. [Click here to download a sponsorship form.](#)

Interested artists should visit www.artbayarea.com to download an Artist Application and Artist Template.