

## Nankin Flight of Eagles community art project sponsorship/marketing & promotional pkgs

Inspired by Parade of Horses (Rochester, NY 2001) and Cows on Parade (Chicago, 1999), **Nankin Flight of Eagles** is an innovative community driven and public art project being put on by Westland Arts Foundation. Designed to engage the community, promote businesses, celebrate local artists, and share the history of Westland/Nankin Township, the project will raise monies to benefit the arts and culture in the city of Westland. Visible arts and culture is a critical pillar of a thriving community. (mml.org 2023).

As we prepare to celebrate the history and heritage of Westland's 60th anniversary in 2026, imagine for a moment, waking up on Saturday, May 16, 2026, to see dozens of beautifully creative and artistically painted eagles on streets, in neighborhoods, parks, and in front of businesses throughout the city of Westland.

Here's how it works. First, local businesses, organizations or other interested parties sponsor the four-foot tall, and up to 14-foot wingspan, fiberglass eagles. Local artists will submit ideas for creatively painting an eagle. Artist designs are approved by an art advisory council and matched up with sponsors. Then starting about October 2025, local artists will begin creating their design.

In May 2026, the eagles--depicting images and designs celebrating Westland's businesses, history, notable people and other creative art—will soar into Westland and debut prior to landing in time for the city's 60th anniversary celebration and be on display for about 4 months. So, keep alert for these majestic birds soon!

Finally, in October 2026, all eagles without a nest (not purchased by the sponsor), will be sold at a live auction. The proceeds will benefit existing and future art organizations and opportunities, raising the placemaking and wellbeing of the City of Westland (from "The Impacts of Public Art", Cheung, Smith and Craven, 2022).

This is your opportunity to help raise the arts and culture pillar of Westland and be a part of history. Don't miss out being a part of this exciting and creative initiative, that supports and promotes people, businesses, health and art.



Nankin Flight of Eagles, a community public art project benefitting the mission of the Westland Arts Foundation

Contact: Emily Bauman, 248-509-4744 or [info@westlandarts.org](mailto:info@westlandarts.org)

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**Presenting (limit 1) \$95,000**

***FULL Marketing & Promotional package***

Choice of eagle design (4 eagles)  
Choice to keep or auction eagles  
Name in the NFOE logo  
Name on book cover  
Full page company profile in book  
Included on sponsor page in book  
Name with eagle in book/plaque  
Name on brochures (deadline March 15, 2025)  
Name on website/other marketing materials  
Name on banner (beginning Aug 2025)  
Company profile on website/social media  
Other recurring marketing

**Gold (limit 4) \$25,000**

Choice of eagle design (two of 1 or 2, or one of 3)  
Choice to keep or auction eagle  
¼ page company profile in book  
Included on sponsor page in book  
Name with eagle in book/plaque  
Name on brochures (deadline March 15, 2025)  
Name on website/other marketing materials  
Name on banner (beginning Aug 2025)  
Company profile on website/ social media  
Other recurring marketing

**Eagle \$2400 - \$5000**

Eagle design based on sponsorship (one)  
May keep eagle for additional fee or will be auctioned  
Name with eagle in book/plaque  
Name on website

**Premier (limit 2) \$45,000**

Choice of eagle design (2 eagles)  
Choice to keep or auction eagle  
½ page company profile in book  
Included on sponsor page in book  
Name with eagle in book/plaque  
Name on brochures (deadline March 15, 2025)  
Name on website/other marketing materials  
Name on banner (beginning Aug 2025)  
Company profile on social media  
Other recurring marketing

**Silver \$15,000**

Eagle design 1 or 2 (one)  
May keep eagle for 50% of additional fee or will be auctioned  
Included on sponsor page in book  
Name with eagle in book/plaque  
Name on brochures (deadline March 15, 2025)  
Name on website/other marketing materials  
Name on banner (beginning Aug 2025)  
Company profile on social media  
Other recurring marketing

**Bronze \$10,000**

Eagle design 1 or 2 (one)  
May keep eagle for 50% of additional fee or will be auctioned  
Included on sponsor page in book  
Name with eagle in book/plaque  
Name on brochures (deadline March 15, 2025)  
Name on website/other marketing materials  
Name on banner (beginning Aug 2025)

More opportunities to promote all sponsors as the project continues



All sponsorships include their company profile via QR code with plaque on eagle during display of eagles between May 16 and auction date

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