

# unearth, a celebration of naturally inspired art

September 29 – October 2, 2011

## unearth 2010 facts

4,000 guests attended unearth 2010.

A visitor survey was conducted to provide the following demographic information:

- Approximately 67% of visitors attended for the first time this year.
- 87% of visitors had two or more people in their party.
- Marketing efforts attracting the largest number of visitors included: newspaper, referrals, and internet.
- 52% had one or more children in their party.
- The majority of participants were between the ages of 35 and 64.
- The majority of visitors had 4-year or post graduate degrees with an annual household income level in the \$50,000 to \$250,000 range.

## unearth 2011 Summary

Wooded trails will become galleries and the riverfront will be transformed into a stage for a variety of visual and performing artists during this unique and creative extravaganza. Highlights include:

**September 29 – October 1** SC Shakespeare Company performance of a *major Shakespeare work*. (TBA).  
Reading of the controversial lost Shakespeare play, *The Most Excellent and Tragical Historie of Arthur, King of Britain*.

Art installation of **Reserve Your Seat** by artist Doni Jordan and Jeanette Grassi benefitting Nature's Theater at Saluda Shoals Park.

**September 29** *unearth Amateur Photography Contest – Display and Reception / Winners Announced.*

**October 2** *A Nature-Inspired Celebration of Art – Experience the creative process as artists share their talents in a natural setting. The afternoon features painters, sculptors, poets, dancers, and musicians creating and performing along the Park's trails. unearth concludes with a concert by the Lake Murray Symphony Orchestra.*

## Partnership and Awards

unearth, a celebration of naturally inspired art is brought to you by the Irmo Chapin Recreation Commission in partnership with the Saluda Shoals Foundation.

unearth was the recipient of the 2009 National Parks and Recreation Association (NRPA) Dorothy Mullen Arts and Humanities Award.



## *unearth 2010 Visual Artists*

Clay Burnette - Pine Needle Baskets  
Melissa Crook - Lampwork Glass  
James Davis - Wood-Fiber Sculpture  
Steve Harrell - Turned Wood  
Susan Hawfield - Oriental Brush Painting  
Tuula Ihamaki-Widdifield - Clay  
Kim Keats - Fiber/Wood  
Dr. Linda Lake - Gourd Art  
Kim Marcadis - Clay  
Barbie Mathis - Watercolor  
Rachel Parker - Watercolor  
Roy Paschal - Oil & Watercolor  
Donna Reid - Watercolor  
Kirill Simin - Photography/Digital Painting  
Pamela Steele - Handbuilt Clay/Sculpture  
Stretch (Doni Jordan & Janette Grassi) - IRON(ing) Birds Installation  
Susan Tondreau-Dwyer - Ceramics  
Mike Van Houten - Ceramics/Raku  
Evelyn Wong - Charcoal/Oil/Paper/Pencil

## *2010 Performances*

### **Music Redbud Stage:**

Tom Foolery  
Tom Coolidge  
J Edwards  
Lucas War Hero  
Sweet Dirt

### **Artist Trail Musicians:**

The Dubber  
Sharon Von Fange  
Dan Bradley  
Chris Compton  
Fred Ingram  
Frank Whaley  
Ellie LaVeer

### **Wetland Stage:**

Bruce Ingram - Slave Reenactment & Folk Art  
Corner House - Traditional Irish Music Duo  
John English - Music  
Eboniramm - Jazz Infused Poetry  
Dr. Chris Lee: The Steel Band Project - Music  
ReWired - Improv & Sketch Comedy  
Sapphire Moon Dance Co. - Dance

### **Theater**

SC Shakespeare Company

## *Partnerships and Awards*

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# unearth

*a celebration of naturally inspired art*



**Years in Existence:** 4

**2010 Attendance:** 4,000

**Dates:** September 29 – October 2, 2011

**Purpose:** To connect people of all ages to nature through visual, performing and literary arts.

**Description:** This event was the recipient of the 2009 National Recreation & Parks Association Dorothy Mullen Arts & Humanities Award. The 2011 event features the following:

*September 29 – October 2*

- Amateur Photography Contest Reception and Awards.
- Performance by the SC Shakespeare Company.
- Art installation Reserve Your Seat by artist Doni Jordan and Jeanette Grassi

*October 2*

- Art demonstrations and instruction, sculpture, and musical and dance presentations.
- *Art at the end of the Trail* hands on art activities at
- Closing concert by the Lake Murray Symphony Orchestra.

## Partner Opportunities

### Shakespeare Partner

**\$5,000**

- Signage and opportunity to welcome guests at each performance.
- Ad in the “unearth 2011” program. (Full page b/w ad w/your logo, 500 programs printed.)
- Ad in playbill.
- Logo recognition in the ICRC Quarterly Guide. (50,000 distributed – due August 30)
- Logo recognition on Promotional Postcard. (10,000 printed)
- Logo recognition on the ICRC & unearth websites with link to partner website.
- Listed recognition in promotional emails distributed to 6,000 park users.
- 10 tickets to SC Shakespeare Company performance.
- Invitation to Friday evening reception.



### Artists Trail Partner

**\$3,500**

- Signage at the event.
- Opportunity to set up a promotional tent at the event. (Sunday, October 3)
- Ad in the “unearth 2010” program. (Full page b/w ad w/your logo, 500 programs printed.)
- Logo recognition in the ICRC Quarterly Guide. (50,000 distributed – due August 30)
- Logo recognition on Promotional Postcard. (10,000 printed)
- Logo recognition on the ICRC & unearth websites with link to partner website.
- Listed recognition in promotional emails distributed to 6,000 park users.
- 4 tickets to SC Shakespeare Company performance.
- Invitation to Friday evening reception.

### Music Partner (2 Stages)

**\$2,500**

- Signage at both performing arts stages. (Sunday, October 3)
- Ad in the “unearth 2010” program. (Half page b/w ad w/your logo, 500 programs printed.)
- Logo recognition in the ICRC Quarterly Guide. (50,000 distributed – due August 30)
- Logo recognition on the ICRC & unearth websites with link to partner website.
- Listed recognition in promotional emails distributed to 6,000 park users.
- 2 tickets to SC Shakespeare Company performance.
- Invitation to Friday evening reception.

### Photography Partner

**\$1,000**

- Listed recognition in the Photography Contest Award and “unearth 2010” programs. (500 programs printed.)
- Listed recognition on signage at the Photography Awards Ceremony event.
- Listed recognition on the ICRC & unearth websites.
- Listed recognition in promotional email distributed to 6,000 park users.

### Friend of unearth

**\$500**

- Listed recognition in the “unearth 2010” program. (500 programs printed.)
- Listed recognition on signage at the event.
- Listed recognition on the ICRC & unearth websites.

