

## Orchard Valley Fine Arts Foundation

1509 Warburton Ave.  
Santa Clara, CA 95051  
Phone: 408-685-2061  
E-Mail: [mg\\_morris@mac.com](mailto:mg_morris@mac.com)

July 1, 2010

Dear Friend of the Arts,

I am pleased to announce that *Arts Walk Santa Clara* is celebrating its fourth year on Saturday, October 2, 2010 in Santa Clara's beautiful Central Park on Kiely Boulevard. It will be a leisurely, fun-filled walk, five (5) kilometers in distance (approximately 3.2 miles). This year *Arts Walk Santa Clara 2010* will feature a raffle with valuable prizes, free pizza at the end of the walk, and something new and fun – do your Arts Walk in costume and prizes will be given for the best costumes!

- ◆ Walk for a designated non-profit fine arts organization in the greater San Francisco bay area.
- ◆ Conveniently sign up as a participant at [www.artswalksantaclara.com](http://www.artswalksantaclara.com).  
(Note: You must generate \$35 in sponsorships to become an official Arts Walker.)
- ◆ Once you have signed in as an Arts Walker you can develop your sponsorships through the *Arts Walk Santa Clara* website or in person.
- ◆ All money goes directly to your organization.\*  
\*The arts organizations will receive 100% of net proceeds collected for their respective organization, with expenses for managing Arts Walk Santa Clara not to exceed 15%.

Sign up to be an Arts Walker today. Create an "Arts Walk Team" for your organization. Send your Sponsorship Request Letter to all of your friends and fans.

If you have any questions, please contact me at [info@artswalksantaclara.com](mailto:info@artswalksantaclara.com) or call 408-376-0593.

See you on Saturday, October 2<sup>nd</sup> for Arts Walk Santa Clara 2010!

Michael Morris, President and Founder  
Orchard Valley Fine Arts Foundation  
Arts Walk Santa Clara

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## ARTS WALK SANTA CLARA

- Purpose:** Providing an opportunity for the many, diverse, non-profit fine arts organizations in the greater San Francisco Bay Area to raise funds in a cooperative effort.
- Event:** A 5-k walk at Central Park, Kiely Blvd, Santa Clara on Saturday, October 2, 2010 from 9:30 a.m. to 1:00 p.m. The Arts Walk promotes a fun atmosphere with free pizza, a raffle, costumes, and prizes. Tables are available for the individual arts organizations to share promotional materials for their organization.
- Participants:** Any 501(c)3 non-profit performing or visual arts organization may participate. Each organization provides a walker or team of walkers and each walking- participant solicits sponsors through the website [www.ArtsWalkSantaClara.com](http://www.ArtsWalkSantaClara.com).
- Proceeds:** 100% of net funds raised by each walker go directly to the participant's host organization at the conclusion of the event. Management expenses will not exceed 15% of the total proceeds raised.
- Management:** Orchard Valley Fine Arts Foundation, a 501(c)3 non-profit corporation, in cooperation with the City of Santa Clara and Santa Clara Parks and Recreation.

For more information, or to participate in the Arts Walk Santa Clara as a walker, volunteer, or arts organization, please email [info@artswalksantaclara.com](mailto:info@artswalksantaclara.com) or call Michael Morris at 408-376-0503

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## **Art Walk Santa Clara 2010**

### **Participant's Application**

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Cell Phone ( \_\_\_\_ ) \_\_\_\_\_ Work Phone ( \_\_\_\_ ) \_\_\_\_\_

Home Phone ( \_\_\_\_ ) \_\_\_\_\_ Email Address \_\_\_\_\_

Alternate Email Address \_\_\_\_\_

Hosting Arts Organization \_\_\_\_\_

### **Emergency Information**

Please inform the person below that they are your emergency contact.

Person to Notify \_\_\_\_\_ Relationship \_\_\_\_\_

Phone Number ( \_\_\_\_ ) \_\_\_\_\_ Alt. Phone Number ( \_\_\_\_ ) \_\_\_\_\_

Please read and sign the attached to indicate acceptance of the Arts Walk Participant Guidelines.

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### Arts Walk Participant Guidelines

#### Arts Walk General Information

- 1) The Arts Walk Santa Clara 2009 will take place on Saturday, October 2, 2010 at Central Park, near the corner of Homestead Road and Kiely Blvd in Santa Clara.
- 2) The total length of the walk is 5 kilometers (3.2 miles) around a designated course within Central Park. The participant must complete four (4) laps around the designated course in order to complete the total distance. Check-in stations will be located along the course. It will take the average person less than an hour to complete all four (4) laps.
- 3) On the day of the walk, the participant may register between 9:30 a.m. and 12:30 p.m. The Arts Walk will officially begin at 10:00 a.m. and end at 1:00 p.m. No one will be allowed to start the walk after 12:30 p.m.
- 4) This event will take place rain or shine, so please wear comfortable clothing and shoes and dress appropriately for the weather.

#### Art Walk Sponsorship and Pledges

- 1) An Arts Walker will solicit their own sponsors for the walk. A walker can seek sponsors by
  - Email to friends and family. There is a template email on the walker's website @ [www.artswalksantaclara.com](http://www.artswalksantaclara.com)
  - Hand out flyers to friends, family, and co-workers.
- 2) The sponsor may register online at [www.artswalksantaclara.com](http://www.artswalksantaclara.com) or may complete a pledge sheet provided by the participant.
- 3) A sponsor's pledge must be for a specified amount.
- 4) There are two methods of paying for a pledge:
  - Online pledges may be made by accessing the participant's web page at [www.artswalksantaclara.com](http://www.artswalksantaclara.com). Please note that online payments are by credit card, Debit Card, or PayPal.
  - Personal checks made payable to OVFAF. Please write 'Arts Walk' on the memo line. Checks may be given to the participant to turn in at the time of registration, or mailed to Orchard Valley Fine Arts Foundation, 1509 Warburton Drive, Santa Clara, CA 95051.

- 5) All participants must be registered to participate in the Arts Walk on or before October 2, 2010.
- 6) All pledge payments are due on or before October 2, 2010. Pledges may be turned in to the registration desk on the day of the event.
- 7) A minimum of \$35.00 in pledges/payments by each participant must be received by the day of the event in order to be permitted to walk. There will be no exceptions to this rule.
- 8) One hundred percent (100%) of net proceeds collected by the participant will go directly to the hosting arts organization, with management fees not to exceed 15%.

I, \_\_\_\_\_, acknowledge I have read and accept the Participant Guidelines.

(Print Name)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date