

## what is it?

This project is a fundraiser initiative for the Heart O' Texas Fair & Rodeo Scholarship Fund. Thirty (30) 4-foot fiberglass hearts will be sold to local businesses, philanthropists and others in the community who would like to support the initiative. Area artists, art groups and school art classes will be invited to submit designs for consideration to decorate one of the 30 hearts. The hearts will be assigned to and decorated by selected artists and then put on display at the 2019 Heart O' Texas Fair & Rodeo (HOTFR). All hearts will have a plaque listing the sponsor and the artist. After the 2019 Fair, sponsors can collect their heart to display at their place of business or donate to local libraries, schools or other places around the community.

## details

- Interested artists to submit designs to [charva@hotfair.com](mailto:charva@hotfair.com) by July 1
- Artists notified of approval and heart sponsor match by August 1
- Hearts available for pickup or delivery upon approval
- Selected artists to receive a \$250 stipend for supplies
- Selected artists to receive recognition on HOTFR website
- Selected artists to receive recognition on plaque on heart
- Selected artists have the opportunity to partner in a co-op booth in Exhibits Building to sell/display art (booth must be staffed by artists and must follow vendor rules)
- Contest: Judge's Choice to receive \$500 and the People's Choice to receive \$500



## objectives

To increase the amount of dollars available to give out in academic scholarships in 2020, support the local arts community and encourage creativity throughout Central Texas, increase the overall awareness of the HOTFR mission to provide scholarships to Central Texas youth, and create a lasting art installment in the Waco area for years to come.

## want to learn more?

Charva Ingram  
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(254) 224-8290