

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.

cost and details

Hearts can be sponsored for \$3,000 each. Hearts will include a stand, plaque and a protective clear coat to protect the design.

Sponsorship includes:

- Heart displayed at the 2019 HOTFR
- Name and/or logo included on a dedicated HOTFR webpage
- Social media exposure
- Ownership of heart after the 2019 Fair
- Direct contribution to the HOTFR scholarship fund



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?

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