



## News Release

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### VISIT VACAVILLE PUTS LIFE-SIZE COWS ON PARADE

*Sponsorships are available for the latest additions to the city's public art program*

**Vacaville, Calif. March 21, 2023** — Visit Vacaville is calling the cows home as part of an inaugural public art project that will welcome six life-size bovines to town. The fiberglass cows will be painted and decorated by local artists as each is adopted by a sponsor, and once finished, will be on permanent display around the city.

Businesses and interested individuals can sponsor a cow for \$4,000 through Visit Vacaville; the tourism organization will then pair each sponsor with an artist who will create a custom work of art representing life in Vacaville and Solano County on the fiberglass piece. Each cow will become part of the Vacaville Arts Trail, and the location it resides is up to the sponsor. Options include on a business's property or elsewhere in the community; Visit Vacaville simply asks that the cow be placed somewhere easily accessible for public viewing.

Interested parties should act quickly; sponsorships are only available through April 14 at 5 pm. All finished displays will be in place by September for inclusion in Vacaville's annual Arts Week, which will take place September 15-24, 2023.

"We know that Vacaville was named for the Vaca family, one of the first two settlers in our city, but there is something fun about having a destination whose name translates from Spanish to English into 'cow town' – and we've decided to lean into it with this playful art exhibit we're naming 'Cows on Parade,'" said Melyssa Reeves, Visit Vacaville President & CEO. "Everyone benefits from local art, especially pieces like these whimsical and unexpected sculptures. They bring joy to passersby, become associated with unique neighborhoods, attract visitors that boost tourism revenue for our city and its merchants, and give local artists another platform to broaden the audience for their work. We plan to add new pieces to the parade every year."

Sponsors will get more than the goodwill of the community for their support. Additional perks include:

- A custom plaque of recognition with the sponsor's and artist's names affixed to the sculptural pedestal of the sponsored cow
- A bold listing plus sponsor name and logo on 1,000+ printed visitor maps of the city
- A business listing and logo in a full-page Thank You ad in the Vacaville Reporter
- A business logo on the Visit Vacaville website arts page with a link to the sponsor's business
- Logo inclusion on the Vacaville Arts Trail
- One sponsor thank you post on Visit Vacaville social media with a business logo, quote about why you support public art, and link to your social media platform
- One Facebook interview in front of your sponsored sculpture including a spotlight on your business, art piece, and artist
- Logo inclusion in a Platinum Sponsor Thank You post with link to sponsor social media platform

The actual size of each cow is 5'2H x 8'L x 28'W.

To sponsor a Cow on Parade, call Visit Vacaville at (707) 450-0500 and ask for Melyssa Reeves.

#### **About Visit Vacaville**

Visit Vacaville is the official destination marketing organization for the City of Vacaville. For information on reservations, activities and more, visit [www.visitvacaville.com](http://www.visitvacaville.com), or request a travel planner. Visit Vacaville operates a visitor center at 1671 E. Monte Vista Ave. Suite N-110.