



WHAT A RAFFLE!

An eight foot salmon sculpted by **TOM JAY** and creatively transformed by three eminent Northwest artists. . .

**LOREN WHITE
JOE DAVID
STEVE BROWN**

This fantastic sculpture, created by these renowned artists, will be raffled at the auction in November 2001. In the meantime, the tickets will be for sale for \$25⁰⁰ each.

SOUL SALMON IS WILLING TO SHARE! This is our fundraiser, but in honor of the generosity of salmon, we will share it with you. If your community or organization (even business!) sell raffle tickets, you will keep 50% of the proceeds. Ask us to put you on the list.

NON PROFITS TAKE NOTE!

A non-profit sponsor of Soul Salmon is in a unique position to enhance your community contribution and fundraise simultaneously!

HERE'S HOW IT WORKS

Your organization buys the salmon for \$2,000. You pay for the materials and the artist's honorarium - or perhaps there are artists willing to contribute to your cause.

After the display, you donate the artwork to the charitable auction. The proceeds from the sale of your salmon may be directed back to your own tax exempt, non-profit organization, creating potential for considerable profit while enhancing your cause, your community and, last but not least, your salmon!

Another way to fundraise is to ask your regular contributors to pledge their sponsored salmon's auction proceeds to your cause. For example, corporation A usually donates considerable resources to favorite non-profits B and C. By participating in the community and environment enhancing project, they can increase their contribution to your organization by pledging the auction proceeds. (Chicago Cows sold at auction from \$8,000 to \$120,000 each)

HOW MUCH WILL IT COST?

Each salmon blank will cost \$2,000, if you order it before March 1, 2001 (after that it will cost \$2,500. each) You need to add cost of the materials (paint — see artists' packet) and the **Artist's Honorarium**. We urge you to be generous, like the salmon. (We suggest a minimum of \$1,000.) The artist is the key to the value of your particular sculpture! An artistically stunning Soul Salmon will reflect well on you, but will bring in a larger amount at auction and you will have control of where those auction proceeds go! (Chicago Cows sold at auction from \$8,000 to \$120,000 each)

RETURN ON INVESTMENT

- Each salmon's patron will be recognized on a plaque mounted on the base of each sculpture.
- All publications and maps will recognize and locate the sponsors.
- The Soul Salmon website will provide links to patron's website, if desired.
- Your community will draw more visitors looking for the famous salmon sculptures while unifying support of salmon and protection of their habitat in similar communities around Puget Sound.
- You are supporting positive, local changes to your watershed and improving your and your neighbors' quality of life while your community draws more visitors and enhances the business and tourism factor.
- You will help us all become SALMON PEOPLE! After Soul Salmon is done in November, 2001, what will be the lasting result? Soul Salmon will deeply confirm our identity as Salmon People and motivate us to catalyze imaginative, appropriate changes in our neighborhoods. Salmon People nurture and protect wild Pacific salmon!
- You will become known for your generosity to and long-term concern for your local environment, both wild and cultural. The continued existence of wild salmon determines human fate as well. Most people care! It's not lost on the public.
- You increase your contribution to your favorite charities or non-profit organizations while improving your own neighborhood.

GUIDELINES

Designs and paints should be durable to protect your investment against weather conditions and public interaction and safety.

Religious, political and sexual designs are inappropriate. Logos or ads on the salmon are not accepted.

DETAILS

Each salmon is designed to be mounted from either side (on a wall, tree or post) or on the heavy (400-500 pound) cement base (provided) The salmon weighs 40-50 pounds.

WHO ARE THE PARTNERS?

BUSINESSES

groceries, gift shops, galleries, hardware stores etc.

CIVIC INSTITUTIONS

schools, parks, neighborhoods, libraries etc.

INDIVIDUALS

SALMON RECOVERY GROUPS

WATER WATCHERS

NON-PROFIT ORGANIZATIONS

CORPORATIONS

are dynamically paired with

ARTISTS

in order to generate

ENERGY and CASH

A **PATRON** (business, institution, individual sponsor) will buy a salmon sculpture - or a school of salmon sculpture - and pair with an artist who will creatively interpret the eight foot long Soul Salmon to display in your community around Puget Sound.

HOW CAN I AFFORD THIS?

Soul Salmon is in discussion with state level funding sources who are considering creation of an appropriate fund to provide opportunities for both schools and communities to apply for funds to purchase Soul Salmon sculpture. Also in the funding opportunities are ways to afford an artist and/or educator to help the school community see its vision through to a successful conclusion. Keep your eye on our web page for notice of these funds!
www.soulsalmon.org

Check out our website feature, a customized, step by step process to educate yourselves and your community in all things salmon. . . local salmon history, lore and other creative ways of "reinhabiting" your place.

HOW DO I FIND AN ARTIST?

Local communities' arts organizations will jury artists who submit proposals from which the sponsor may choose. Access to these proposals will be provided by the local arts commission.

WHAT IF THE SPONSOR KNOWS AN ARTIST? MAY SHE OR HE BE CHOSEN?

Yes, that is allowed and encouraged. The artists are juried to provide ideas and information to the sponsors if they wish to use it, not to restrict them. The idea is to create dynamic partnerships not to discourage innovation.

WHAT ARE MY OBLIGATIONS?

- To display your artistically transformed salmon sculpture in your community between June and November 2001.
- To pay your artist an honorarium of at least \$1,000 and pay for materials (paint). Be generous, it will pay off at the auction and enhance your prestige and visibility.

WHAT ARE MY OPTIONS AFTER THE DISPLAY PERIOD?

- To keep the Soul Salmon
- To donate the Soul Salmon to the gala, unified auction and choose a favorite salmon recovery project or charity to receive the proceeds.
- Choose or **create** a recovery project in your community to which to donate the auction proceeds.
- Amplify your gift to a favorite non-profit organization or charity.

Note: Donations are tax deductible to the extent allowable by law.

PUGET SOUND COMMUNITIES HOST "SCHOOLS" OF SOUL SALMON Put Your Community On The Map!

This year there are forty cities in North America emulating the example of Zurich, Switzerland, then Chicago (where tourism was enhanced by an estimated \$200,000,000 and \$3.5 million was donated to charity through the charity auction finale). Some examples of these projects are New York ~ cows, Cincinnati ~ pigs, Toronto ~ moose, Buffalo ~ buffalo, New Orleans ~ catfish and so on.

BECOME PART OF THE SALMON PEOPLE!

Puget Sound is home to our eminent dweller **WILD PACIFIC SALMON**. Many of us are recent arrivals to the Pacific Northwest; we are here now and wonder what we have in common. How do we join together to discover and protect the unique qualities of this place? We must all become **SALMON PEOPLE** to keep our wild salmon alive and our quality of life from eroding. Most people care about the environment but don't know what to do to help. By becoming intimate with wild salmon — through sculpture and art — we can become **SALMON PEOPLE** — people who nurture and protect wild salmon.

HOW CAN I BRING SOUL SALMON TO MY COMMUNITY?

- Artists can find sponsors for an idea for a salmon sculpture transformation.
- Businesses can join together and sponsor a community run of fun salmon.
- City Councils can initiate a community drive to get salmon on the local map.
- Watershed and salmon recovery groups can raise funds by sponsoring salmon. (See non-profit section).
- Corporations can increase their gift to a favorite charity or salmon recovery project.
- Arts Commissions can organize and call for artists.
- Mainstreet groups can establish the importance of enhancing local attractions and fundraise with the community for a needed amenity.
- Chambers of Commerce can respond to citizens or take a leading role.

WHO IS SOUL SALMON 2001?

A Brief history:

A dozen people gathered in Chimacum, WA on January 22, 2000, signed The Soul Salmon Declaration (see card), and got to work.

They formed a Board of Directors under the non-profit organization named TAHMANAWIS, whose mission is to nourish Pacific Northwest arts, education, ecologic restoration and culture by encouraging periodic, spirited "art actions" that celebrate, interpret and reimagine the natural world that sustains us all. Soul Salmon 2001 is the first of these "actions".

Soul Salmon 2001 follows example of the Chicago Cows on Parade to "make no money and lose no money".

Officers of Soul Salmon 2001:

President: Sara Mall Johani

Vice President: Heidi Love Hall

Secretary-Treasurer: Candice Gohn

Committees and Advisors:

Steering

Larry Lawson
Marlene Bennet
Don White
Sheila Kelly (advisor)
Art Reitsch
Elyse Kane

Technical

Tom Jay
Daryl Gillette
Cavin Richie
Mark Stevenson
Ike Eisenhour

Education

Julie Marston
Kit Pennell
Barbara Bowen
Pat Copeland

PRIMAL STREAM THERAPY

"Articulating Salmon in the Present Moment"

Look for our education outline which offers a customized approach to educating communities about your local salmon history and the state of your ecosystem and how it affects YOU!

www.soulsalmon.org

SALMON IS THE SOUL OF THE PACIFIC NORTHWEST

Soul Salmon Connects Populace To Wild Pacific Salmon

Project Mission: To invite northwest artists, businesses, institutions and tribes to reimagine and creatively interpret wild salmon in order to educate communities, inspire local salmon culture and generate charity to save native salmon.

Art can stop you in your tracks like nothing else!

Imagine coming to work one day and being startled by an eight foot salmon you would meet only in a dream. It might be wearing a hat, sporting flames or sprouting trees or be cloaked in poems praising rivers. Imagine the effects of hundreds of such salmon throughout the state!

Soul Salmon 2001 is a public art project intended to raise awareness of salmon. Soul Salmon will invite northwest artists to creatively interpret hundreds of large (8 foot) fiberglass salmon sculptures, transforming them into icons for urban and rural communities around Puget Sound. In a dynamic display lasting from June to November, 2001, artists, teamed with business and civic sponsors, will vivify wild salmon in our imagination and revitalize salmon as a totem of local culture and a keystone of northwest ecosystems.

Soul Salmon 2001 will celebrate, educate and precipitate environmental awareness. Soul Salmon will effectively weave together the business, environmental, educational, cultural, and charitable communities of the Puget Sound region. Soul Salmon will put "to commune" back in community, reaffirming the old notion that community is grounded in the commons that salmon embody. The project will culminate in a unified, gala auction. All proceeds from the sale of salmon sculptures will benefit charities and salmon restoration projects chosen by the individual sponsors. Soul Salmon will enliven our minds with salmon: we'll become familiar with their bodies and movements, their habits and life cycle, their importance as a keystone species in this Northwest ecosystem we share with them. Soul Salmon 2001 will awaken us to the presence of wild salmon as a keystone species of our imaginations as well.

In Chicago, this same strategy successfully generated \$3,500,000.00 for charities in 1999 with the auction of 300 artful fiberglass cows. Business interest is piqued by the substantial tourist enthusiasm and interest. The Chicago Cows project was estimated to have a \$200,000,000.00 tourist impact.

A unified, gala auction in November, 2001 (and accompanying on-line auction) allows patrons to significantly increase their contribution to natural resource conservation and charity by donating the auction proceeds to a restoration project or charity of their choice.

RETURN ON INVESTMENT

- Each salmon's patron will be recognized on a plaque mounted on the base of each sculpture.
- All publications and maps will recognize and locate the sponsor.
- The Soul Salmon website will provide links to patron's website, if desired.
- Your community will draw more visitors looking for the famous salmon sculptures while unifying support of salmon and protection of their habitat in similar communities around Puget Sound.
- You are supporting positive, local changes to your watershed and improving your and your neighbors' quality of life while your community draws more visitors and enhances the business and tourism factor.
- You will help us all become SALMON PEOPLE! After Soul Salmon is done in November, 2001, what will be the lasting result? If we become Salmon People as a unifying principle of Northwest quality of life, we have a better chance of influencing the kind of changes we want in our lives. Salmon People nurture and protect wild Pacific salmon!
- You will become known for your generosity and long-term concern of your local environment, both wild and cultural. The continued existence of wild salmon determines human fate as well. Most people care! It's not lost on the public.
- You increase your contribution to your favorite charities or non-profit organizations while improving your own neighborhood.



ORDER FORM

Sponsor Information

I, the undersigned, herewith order from Soul Salmon, under the terms of agreement on reverse, salmon to be painted and exhibited in Soul Salmon, 2001.

Name _____

City _____

State _____ Zip _____

Phone (H) _____ - _____ - _____ (W) _____ - _____ - _____

e-mail _____

Signature _____

Model of salmon is subject to availability; please rank in order of preference.

_____ Quantity of female Coho @ \$ _____ per salmon

_____ Quantity of male Coho @ \$ _____ per salmon

_____ Quantity of spawning pairs @ \$ _____ per salmon

Subtotal \$ _____

+ Washington State Tax \$ _____

Total due \$ _____

COST OF SALMON SCULPTURE

- One salmon ordered before 3/1/01 @ \$2,000 each
 - after 3/1/01 @ \$2,500 each
- Three salmon ordered before 3/1/01 @ \$1,800 each
 - after 3/1/01 @ \$2,000 each
- Five salmon ordered before 3/1/01 @ \$1,750 each
 - after 3/1/01 @ \$1,950 each
- Ten or more salmon ordered before 3/1/01 @ \$1,500 each
 - after 3/1/01 @ \$1,750 each
- Spawning pair (male and female placed on a customized base in configuration of your choice)
 - ordered before 3/1/01 @ \$4,000/pair
 - after 3/1/01 @ \$4,500/pair
- Artist's honorarium/paid to artist. Suggested minimum \$1,000.
- Materials – determined by artist's needs.

Artist Information

Name _____

Discipline _____
painter, sculptor, photographer, architect, graphic designer, other

Address _____

City _____

State _____ Zip _____

Phone (H) _____ - _____ - _____ (W) _____ - _____ - _____

e-mail _____

Send order form with payment to:

SOUL SALMON
Box 396 , Chimacum, WA 98325

Make checks payable to SOUL SALMON

SOUL SALMON 2001™ Copyright Agreement • Deadline: March 1, 2001

Artists should keep in mind that the audience will be broad-based and of all ages. Designs that are religious, political or sexual in nature will not be accepted. Additionally, no corporate logos or advertising allowed.

Mr/Ms (last) _____ (first) _____ (M.I.) _____

Phone (H) _____ - _____ - _____ (Office/Studio) _____ - _____ - _____

Address _____ Apt. # _____ Fax _____ - _____ - _____

e-mail _____

City _____ State _____ Zip _____

Social Security # _____ - _____ - _____ Birth date _____



TO ENTER AN ARTIST MUST SUBMIT:

1. The attached entry form.
2. A completed color design proposal using one of the attached salmon outlines. NB! The design should be adaptable to either of the two poses. Use the outline facing the opposite direction to show the other side of the design, if different.
3. A brief, written statement of your concept on the page provided.
4. A cv/resume and/or an outline of projects that demonstrate your ability to complete a project such as this. Photos or slides will enhance your proposal. Artists may submit up to two proposals for consideration.
5. **BE SURE TO INCLUDE SASE WITH CORRECT POSTAGE for RETURN OF SLIDES OR SUPPORT MATERIALS.**
6. The signed copyright agreement

Entry forms will also be available on the website <www.soulsalmon.org>

Return of Slides: (Please check one)

I have included a self-addressed, stamped envelope with sufficient postage for the return of my slides.

I authorize Soul Salmon 2001 to discard my support materials after December 2001.

Assurances and Terms: By signing this Application, I agree to all of the terms of the attached Request for Proposals, and all such terms are hereby incorporated into this Application. I certify that all statements made in this application are true to the best of my knowledge. I acknowledge that Soul Salmon is not liable for damage or loss of materials submitted.

Signature _____ Date _____

WHEREAS, _____
(fill in name of artist), an individual having an address of

("Artist") is the author of the design and sketches (collectively referred to as the "Design") attached to the application submitted to Soul Salmon on the same date as the date of this Assignment;

WHEREAS, Artist understands and acknowledges that, as part of the application process, it is intended that Soul Salmon™, under the aegis of the nonprofit corporation TAHMANAWIS, P. O. Box 396, Chimacum, WA 98325, own the right to use the Design between June 24, 2000 and November 30, 2001;

WHEREAS, Artist understands and acknowledges that Soul Salmon™ shall have the sole use of the Design from June 24, 2000 to November 30, 2001, the Artist further understands that the Patron who commissioned her/his participation in the Soul Salmon™ display shall own and dispose of the original Design as she/he sees fit. After the acknowledged period (June 24, 2000 to November 30, 2001) all derivative and edition works based on the Artist's design shall be the sole property of the Artist. The Soul Salmon™ will remain an edition of one (as sculpture).

SOUL SALMON 2001, INC.

By: _____

Name: _____

Artist acknowledges and agrees that, due to the nature of the public display of the finished Soul Salmon, Soul Salmon™ shall not be liable for any distortion, mutilation, modification or destruction of the finished Soul Salmon by accident, act of God or person. Artist hereby waives her/his rights under the Visual Artists Rights Act ("VARA"), as against Soul Salmon™ in the event of such distortion, mutilation, modification or destruction.

Artist further acknowledges and agrees that if the Soul Salmon™ is vandalized, damaged or otherwise modified and the Artist is unable or unwilling to promptly repair such alterations, Soul Salmon™ shall have the right to make, or have made, such repairs, even if the repairs would constitute a distortion, mutilation or modification under VARA. Artist hereby waives her/his rights under VARA in the event and to the extent Soul Salmon™ deems such repair necessary. Artist represents to Soul Salmon™ that she/he is the sole author of the Designs and that the Design is an original work of authorship which does not infringe upon the copyright rights or any intellectual property rights of others, and that she/he has the unencumbered right to make this assignment.

ARTIST

Signature: _____