

1. *Where can I go to see the bears?*
We host a bear reveal ceremony every May where the bears are revealed one at a time. Following the reveal the bears stay in downtown until late October when they are auctioned off on the historic courthouse stairs.

2. *How many bears are there and where can I learn more about them?*
Each year we bring twenty new bears to downtown. Visit the visitor center on south Main to pick up a brochure or download one at:
http://downtownhendersonville.org/wpcontent/uploads/2015/03/2018_Bearfootin_roll_corrected.pdf

3. *What does a bear cost?*
The cost for sponsorship is \$800. This buys a blank bear and gives you sponsorship status. As a sponsor you get to select the beneficiary for the auction proceeds and provides marketing opportunities for you and your beneficiary at the reveal and auction and throughout the year. Each bear also has a custom plaque with the sponsor, beneficiary and artists name.

4. *What limitations do we have in regards to what can be painted on the bear? For example, if it is a school that creates a bear, it does not necessarily mean they will have the winning bid. Could we put the school name on the bear? Or should the bear have generic features that would not limit the potential buyer?*
We strongly encourage the focus of the design to be artistic as those are the bears that sell for the highest dollar. We do require the **sculpture not be used as a commercial advertisement**.

5. *If we do fundraising for the initial bear, are there limitations on using images from your website or brochures-copyright wise? For example, I would want to show a blank white bear or a previous finished example.*
Please feel free to use any of our content for this purpose!

6. *I have a colleague that is an artist and is willing to do the bear. Do you have to approve artist and or see a detailed proposed idea?*
The Sponsor will select, commission and consult with an artist as to the design and appearance of the finished bear, however we do ask **the design concept be shared with us prior to work on the sculpture**. This is an opportunity to share lessons learned and not intended to exert undue influence on the design.

7. *I'm an artist and would love to do a bear. How do I get started?*
We are always looking for artists to connect with our sponsors. If you are interested, please forward samples of your work to djackson@hvlnc.gov so we can connect your style with the desires of a sponsor.

8. *On average, what do the bears sell for at auction?*

The Bearfootin' Art Walk continues to gain in popularity and the auction price of the bears has been on the rise. We believe that a drive to focus on the creative implementation of the art along with a more robust marketing effort has broadened interest in the bears and increased the average sale price. The sales, audience and registered bidders at the auction have all trended up recently. In 2017, the average sale price of a bear hit \$2520, jumping from an \$1836 average in 2016.

9. *How are the profits from the auction distributed?*

The increase in the average sale price of a bear has provide an opportunity to drive more of the auction proceeds into the hands of our non-profit partners. Beginning with our 2018 auction, beneficiaries can expect to receive 100% of the proceeds for any amount over \$3000. The first \$3000 will continue to be split 50/50 with the Downtown program. As example, if a bear sells for \$5000, the Downtown Program will receive \$1500 for program costs and other public art in the district, and the beneficiary will receive \$3500. If a bear sells for \$3000 or under, the proceeds will continue to be divided in half. Example: if a bear sells for \$2000, the Downtown Program will receive \$1000 and the beneficiary will receive \$1000.

The Bearfootin' Art Walk has not only thrilled the many visitors and locals that visit the sidewalks of downtown, it has built awareness for local non-profits and raised a total of \$167,900 in 4 years (2014 – 2017). We are proud of this program, as well as all the work that the artists, sponsors and non-profits contribute. We hope this change in distribution will inspire everyone to raise the bar a little higher on promoting the bears and creating the best designs yet!